

**STOP PRESS**

72

NEWS

## Stretchwrap control

A semi-automatic pallet stretchwrap system from US manufacturer Lantech - equipped with power pre-stretch and offering high reliability - has already been sold to six UK users, even before the arrival here of the first models.

Later this month, six companies will take delivery of the Lantech Q series stretchwrapper, with one customer taking two of the machines. Such is the manufacturer's confidence in the wrapper's reliability, says UK agent Mancon, that it is offering a three-year parts warranty rather than the usual one year.

While the machines are affordable, says Mancon, they are unlike the previous Lantech stretchwrapper in having a high speed wrapping capability. A fast electronic control system - rather than electro-mechanical - means that response is immediate when more film is needed for specific parts of the wrapping process.

Counter-balance for the film carriage means that the motors do not lift the whole weight of the unit. The

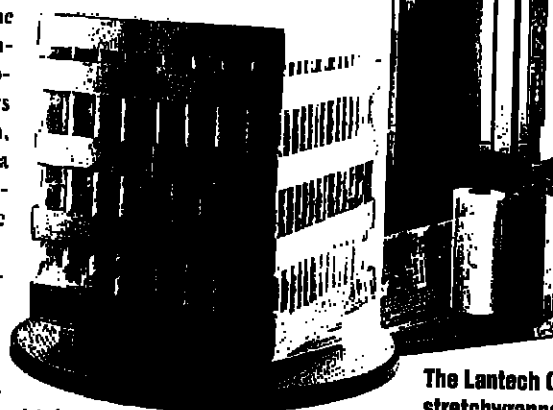
Lantech power pre-stretch gives quick and easy film loading with a gate rather than threading system and consistent stretching.

Like other agents, Mancon was consulted by Lantech before development of the latest system. Features such as turntable construction were adapted in accordance with

says Mancon (Wakefield Commercial Park, Bridge Road, Horbury Bridge, Wakefield W14 5NW - tel: 0924 277070, fax: 275688).

A high-strength steel frame mast houses all electronics, drive motors and sub-assemblies. This offers impact protection and is clad with the same corrosion-proof abs material commonly used in car bumpers.

The Q Series has already enjoyed great success in the US market, where 1200 units were sold within ten months of its launch. The machine suits



The Lantech Q series both low stretchwrapper

Using systems which, according to Mancon, require zero maintenance, the Q Series has turntable bearings and drive reducers which are lubricated and sealed for life. Belt drives on the film carriage and turntable mean there are no chains to adjust.

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this advice and European market requirements.

A 12mm thick formed steel turntable base is said to provide stable support and prevent accidental damage to drive components. The turntable support system is designed to withstand high impact loading and to be dependable even in dirty or dusty environments,

### HERBAL TEA CHECK

Continued from front page

different products can vary between 30 and 50g.

Fitting into a space of just 650mm, each integrated system checks up to 60 packs a minute. An air blast rejects any product which is outside preset weight tolerances or has a barcode which is not scannable. Tolerances of 2g ensure that a single teabag more or less will be detected in all cartons.

Central to the installation is

the management information system which gives a printout by shift for each machine. Information on average weights, the number of rejects and underweight packs is recorded and can be referred back to.

One of Premier's aims has been to reduce customer complaints over count errors on the machines. "It is also enabling us to focus more clearly on the amount of giveaway that is going through," says Mr Conquest. On certain lines, the company seems likely to make

substantial savings, he adds. Apart from in the beverage blending and packing industry, Loma sees its integrated system as having many other possible applications. Smaller pharmaceutical plants, without larger dedicated product lines, would be one such application, says Lindsay Cross, regional manager at Loma (Southwood, Farnborough, Hants - tel: 0252 540346, fax: 513322).

Premier's herbal teas now account for half of the production at its Edinburgh plant, and

### EGG PROTECTION

Continued from front page



Orris the Orangutan

This design also offers many savings over a more conventional rectangular shape.

The ability to produce packaging in board and pre-combinations was also key in the selection of the 'Orris' design. The Gift pack features a secret supply of banana flavoured Thornton's Special Toffee.

The carton was produced using a 450 micron silver material, printed five colors and uv varnished on the reverse and combines with the hexagonal pvc carton. Again, the configuration on the outer lets shop staff take 'Orris' to pipe on a greeting. Both cartons were designed by Terry Pickering's in-house structural designer.

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it is a market which is continuing to grow. Its own brands include Heath and Heath and the London Herb and Spice Company.

Having previously used a checkweighing on its herb teas, Premier first installed one of the Loma systems for a six-month trial period. The new system has been called a Smart checkweigher because of its ability to differentiate between products and reject.

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# PACKAGING NEWS

MAY 1984

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## Design code proposed to improve openability

Retailers, consumer goods manufacturers and packaging producers wishing to meet the openability needs of the increasingly important 'grey consumer' have been offered the chance to establish a 'code of best practice' by the Packaging Standards Council (PSC).

This proposal should not be confused with the just published Code of Best Practice from the PSC which relates to all consumer goods packaging, details of which are on page 2 of this issue, but is a further initiative.

To form this code, it is proposed to commission research at Birmingham University's Applied Centre of Gerontology which would result in a framework of criteria to aid the packaging design process. For instance, it would establish guidelines in areas such as tactile grip, shape of grip, turning force and tear strength requirements - and could eventually form the basis for a British standard.

This proposal has been

made by the PSC following head of the University Centre, Dr Laxman Nayak's call for more research, which was made at the Institute of Packaging's Easy Open symposium last month, convened to discuss the whole issue.

research could be used to design better packaging for the elderly and disabled and prove to all consumers that industry is taking the whole openability issue seriously.

"Although the research costs are estimated at around £70,000, the resulting criteria would be a very cost-effective tool for the whole industry to improve the packaging design process," he tells Packaging News.

Anyone interested in contributing or discussing this option further should contact the PSC (Firth House, Bramfield Road, Bulls Green, Datchworth, Herts - tel: 0438 798589).

Over 100 delegates attended the IOP symposium, at which the keynote speech was delivered by the Earl of Arran, Parliamentary Under Secretary of State at the Department of the Environment.

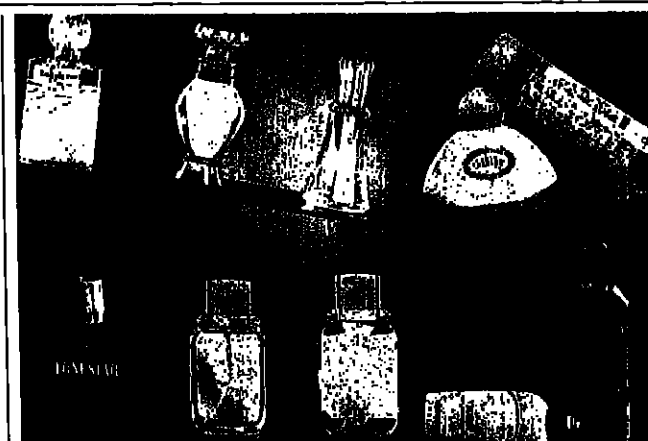
● A full report of the Easy Open symposium proceedings will be in P/N's June issue.



An easy open option from Du Pont - will industry now adopt solutions to aid the 'grey consumer'?

"Research wouldn't cost much and would be very valuable to all consumer goods manufacturers and their suppliers, as they would know the problems the elderly face before initiating the design process, rather than at the pack's prototype stage," he said.

PSC director Barry Overton believes that results of this



Design options have increased on containers from Heinz Glas

## Ceramic colours add life to glass

Additions to the design options on glass cosmetics containers from German company Heinz Glas now include heavy metal-free printing.

Non-polluting ceramic printing colours containing no heavy metals such as lead or cadmium are available from the company for the first time.

"Flint and amber glass"

Companies in the group include Nouvelles Verreries de

Momignies sa, which specialises in small pharmaceutical flint and amber glass, and Glaswerk Piesau, producing mainly small flint glass bottles for spirits. Heinz, which exhibited its product range at Macropak in Utrecht, The Netherlands, has just appointed as its UK agent Robinson Associates (18 Market Street, Poole, Dorset - tel: 0202 683388, fax: 682677).

Heinz Plastics, part of the same group, produces a range of co-ex bottles.

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### WHAT'S Inside

Free lbc collection 7 Intermediate bulk containers free-of-charge collection and refurbishment service now offered nationwide.

Meet the Association 11 A coordinated response to the issues facing the plastics packaging industry, as the British Plastics Federation speaks out on the issues and its response to them.

Flick of the thumb 17 Easy open, tamper evident, single use recyclable dispensing products container launch in UK.

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Foodex/Meatex 28-29 The chosen pieces of tagging, wrapping, labelling and sealing on offer at this popular show.

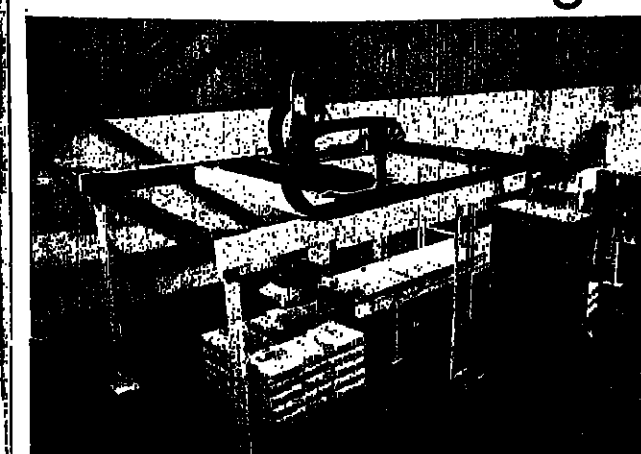
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## Sack line provides for safe handling

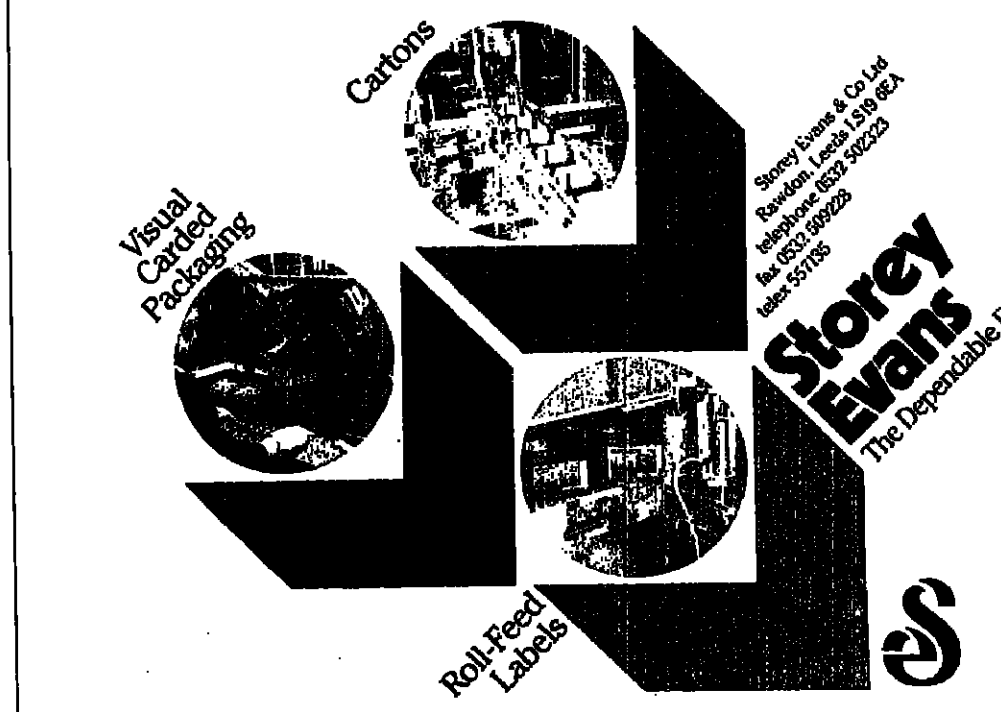


Du Pont de Nemours, Belgium, has met safety requirements by the complete automation of its sack depalletising and opening line

Complete automation of its sack depalletising and opening line is allowing Du Pont de Nemours, Belgium, to meet health and safety requirements while also improving the efficiency and reliability of the entire system.

Before the installation was undertaken by Palamatic Handling Systems Ltd, depalletisation was carried out manually on the line for this unspecified powdered mineral product. There was no guarantee that sack transfer could be kept up to the necessary speed, and there was also the danger of back injuries, says Du Pont project engineer Karel d'Hondt.

Another problem was the bag slitter. "Bags were not completely emptying, and we



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**CONVERTING WORLD** THE PAGES FOR PACKAGING PRODUCTION & PRINT PAGE 48

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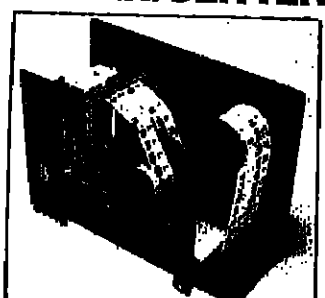
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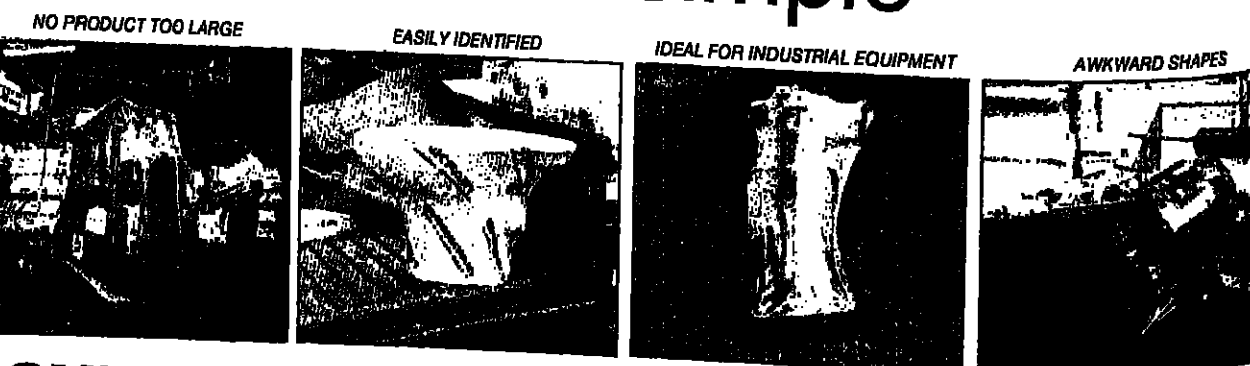
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Response by delegates to speakers at the Institute of Packaging's Easy Open seminar seems to suggest that many of them are interested in making packaging easier to open for customers of all ages, not just the so called, 'grey consumer'.

Having chaired the symposium, I would argue that not one of the 120 attendees can now ignore the issue, due in no small part to Jean Ashcroft, director policy and campaigning at Arthritis Care's presentation. Jean has had 23 years of personal experience of rheumatoid arthritis and her demonstration of how she tackles grocery packaging was a salutary experience.

Although designing a pack that Jean, or someone like her, finds very easy to open is perhaps an unachievable aim, there are still many existing measures that can be taken to make it a lot easier than it is today.

Indeed, she was full of suggestions and, more importantly, is willing to work with any part of the packaging, consumer goods or retailing industry to help improve matters in this area. In fact, a lot of her suggestions, such as making tear tabs on packets of biscuits easier to identify by using a contrasting colour and incorporating tear tabs on other packaging formats such as the cellophane wraps on cartons of tea bags, are relatively simple to accommodate.

With the Packaging Standards Council proposal for an industry-wide sponsored research project - to set various design parameters when considering the elderly or manually impaired - symposium attendees and the rest of the packaging chain now have the chance actually to demonstrate their interest rather than just express it.

The research would have an approximate cost of £70,000 which split between say 35 companies, would mean that for the cost of a decent lap-top pc, the whole packaging chain would have a set of positive parameters to work from. They would know the actual needs, rather than their own perceived needs of this group.

Indeed, when asked at the conference if he is requested to incorporate easy opening options into new packaging designs, managing director of PI Design Ltd Chris Griffin said: "Easy opening usually forms part of the initial brief but rarely survives to the final design."

Wouldn't it therefore be easier for designers to keep these options in, and to resist the cost/speed/efficiency reasons for omission, by quoting parameters that had been researched by the Applied Centre of Gerontology? And the benefits of retaining 'easy open' features would not just apply to the over 60s consumer.

As the motto of the Centre states: Design for the young and you exclude the old...Design for the old and you include the young.

Gail Lea, Editor



The Everest pack has fold-down feed so that the pack is raised off the turntable during microwaving

## Chips have youth appeal

For the launch of its microwave chip range, Everest Frozen Foods Ltd required a pack attractive to the youth market, and faster and more reliable machinery to collate and overwrap the packs.

Designed for Everest by Waddingtons Cartons Ltd (Cockburn Fields, Middleton Grove, Leeds LS11 5LX - tel: 0532 760730, fax: 760165) it has fold-down feet so that the pack is raised off the turntable during microwaving.

"By elevating the pack you get a more intensive cooking effect. The legs pull out and like a toggle effect, lock into position," says David Yates from Waddingtons.



Multipack convenience

Overwrapping equipment supplied by Marden Edwards & Co (Wimbourne, Dorset BH21 7PD - tel: 0202 861200, fax: 861400) is being used to multi pack the individual cartons. The ME12-30 automatic collator and over-

wrapper has been installed on the production line dedicated to the 100g cartons.

After the frozen chips have been re-packed from bulk containers, the cartons are sealed, closed and then collated into groups of four, two wide by two high.

Operating at a rate of one pack a second, the machine then overwraps each collation with film printed with a bar code and cooking instructions. WADDINGTONS CARTONS:

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MARDEN EDWARDS:

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## Best practice code seeks support

The recently issued Code of Practice for the Packaging of Consumer Goods by the Packaging Standards Council (PSC) has won strong support from consumer and special interest groups, but funding for the organisation as a whole still remains in the balance.

"Building on its success"

The code is designed to promote 'best practice' in all aspects of the packaging of consumer goods and has been endorsed by the Secretary of State for the Environment, John Gummer. In his forward, Mr Gummer says he is pleased that the PSC intends to encourage the industry to adopt and implement the code. At a recent meeting hosted

by the Department of the Environment, leading consumer and special interest groups offered to publicise the code in their newsletters and help build on its success so far. There was a clear appreciation of the need to find the best compromise between consumer needs, the functional aspects of packaging and environmental decisions, says the PSC.

"There was also general agreement that the PSC is performing a useful role in encouraging manufacturers to improve packaging, in acting as a consumer 'watchdog' and in explaining the functions of packaging," says Barry Overton, director of PSC (Firth House, Bramfield Road, Bulls Green, Datchworth, Herts - tel: 0438 798589, fax: 798398). Until now, Inepen has been the sole source of funding

for the PSC which, believes PSC chairman Lord Clinton Davis, is inappropriate. He has therefore written to many trade associations and interest organisations asking for financial support. The yearly costs involved are £1,500 for some and £2,500 for others.

"Performing a useful role"

As we went to press, monies pledged included £30,000 from Inepen, £1,500 from the MPMA and the Alliance of Beverage Cartons and two ex gratia payments from the Wines & Spirits Association and the Scottish Whisky Association. A voluntary contribution has also been received from Plysu plc.

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## PACKAGING NEWS

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# Industry urged to act on waste

Be seen to accept responsibility for waste and embrace the final PRG (Producer Responsibility Group) plan or risk unsympathetic legislation, was the message to Pifa (Packaging and Industrial Films Association) members from environment minister Robert Atkins.

Speaking at the association's annual lunch, Mr Atkins warned against companies opting to ignore PRG recommendations until their competitors comply. "I have a clear message for those thinking they can avoid taking responsibility: forget it. Everyone must join in," said Mr Atkins.

One area under consideration by the government is that of return packaging systems like those already in use on mainland Europe, he told Pifa members. "And do not underestimate the importance



Environment Minister Robert Atkins: everyone must join in

we attach to waste minimisation. There are already measures in place and we are looking at other options."

For its own part, the government is keen to be able to show its European colleagues

that a voluntary industry code can work as well as - or better than - compulsory schemes.

Incoming chairman of Pifa David Tyson welcomed the emphasis in the PRG plan on environmental improvement at

an affordable cost, but called for the option of a levy at the retailer point of sale to be considered. This is necessary to ensure that prepacked imported goods do not miss the net.

To date, options for the placing of the levy have stopped at either the packer or converter, and the decision is now with the PRG's independent expert Sir Sydney Lipworth.

A landfill levy is still being called for by Pifa and other sections of the industry and has not been excluded as part of a solution by the government. But Mr Atkins warned that as a straightforward alternative to a packaging levy it was not viable. A landfill levy on local authority household waste would only lead to an increase in council tax, he said.

Mr Tyson, sales and marketing director of Sidlaw Packaging operations Venus and Falcon, replaces Ronnie Gray of Polbeth Packaging as chairman. Pifa, said Mr Tyson, agreed that coordination across the packaging industry was vital. "But it is equally important for the individual material organisations to deliver the planned commitments for their own industries in the most cost effective manner," he said.

## Hot melt glue meets market concerns

A hot melt adhesive for packaging which can be applied at around 110deg C has been developed by Beardow & Adams, with the manufacturer stating that this is more a reflection of market concerns than the availability of raw materials or technology.

With environmental, health and safety and energy considerations causing users to look for lower application temperatures, Beardow & Adams has built upon its existing technology for low temperature labelling adhesives, widely used for several years, to develop BAM 632.

Depending on where it is used, application temperatures for any adhesive will vary, says sales and marketing director Nick Beardow, but this product drastically reduces standard temperatures from around 160deg C.

"Gives good fibre tear"

BAM 632 will maintain bond integrity even at temperatures as high as 80deg C, and will give good fibre tear down to minus 40deg C on difficult

substrates such as pe-lined folding box board.

Advances on other products in the range include the sharper setting speed necessary to adapt existing low temperature adhesives suitable for metalised labels, for example. Raw materials giving these properties have been available for several months, says the company (32 Blundells Road, Bradville, Milton Keynes MK13 7HF - tel: 0908 315474, fax: 223337).

Clean running without stringing or blocking of nozzles and good thermal stability are further advantages of the

adhesive, says the company. When heated to 110deg C for seven days, the product - which is odourless at this temperature - showed no signs of oxidation.

Users will experience no loss of performance with BAM 632. In fact, says product development manager Chris Sawyer, line efficiencies may be improved through cleaner and safer running. "Within two years, I expect to see half our production taken up with this type of hot melt," he says.

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## Elegant decanter in limited edition

A limited edition decanter to help The Gin and Vodka Association of Great Britain celebrate its 50th Anniversary has been sourced and printed by Premier Glass Packaging.

The decanter, filled with a specially distilled London dry gin was distributed to members of the Association when they attended a dinner at Vintners Hall in London.

"The elegant, square decanter was sourced by Premier and their expertise in high quality screen printing was used to decorate the face with the Association's 50th commemorative logo," says John Colbrin, marketing manager at



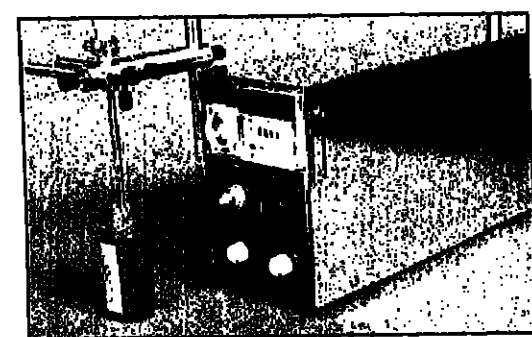
The commemorative decanter

UG (Porters Wood, St Albans, Herts AL3 6NY - tel: 0727 859261, fax: 842661).

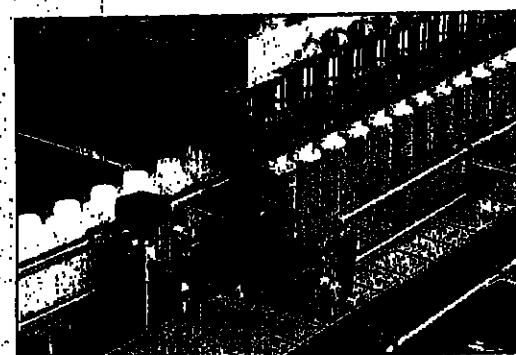
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## Lookalike clampdown temporarily thwarted

Attempts to outlaw lookalike products were temporarily thwarted when the Government refused to support an amendment in the Trade Marks Bill which would clamp down on copycat packaging design.

This took the British Producers and Brand Owners Group by surprise since its amendment had received overwhelming cross party support during its passage through the House of Lords (PN April).

Although the Government is still consulting on the issue, it appears to have cooled towards the idea of tightening legislation, or at least of introducing an amendment into the Trade Marks Bill.

Supermarkets argue that the amendment is being proposed because brand name producers are frightened of the competition and of losing more market share. In their defence, the Brand Owners group argues unfair competition and that consumers are being confused between the lookalike and the brand name.

The Brand Owners Group is still looking to introduce the amendment, and has had discussions with the DTI. While the government believes that the Trade Marks Bill may not be the place to address this issue, it could be included on a statute to be drawn up on unfair competition.

## A wallet for smoked salmon

A wallet-style premium presentation carton produced for Tesco smoked salmon was the principal reason behind expected sales being exceeded elevenfold, says the retailer.

Produced by Ferry Pickering Sales for Pinneys Ltd, which filled the pack and supplied the finished product to Tesco, the carton uses gold blocking on a black background and fine graphics to give a luxury feel to the product.

Measuring 211 x 398mm, the pack uses 450 micron coated folding boxboard with hard size middle. It is litho printed in six colours with food quality uv lacquer. Cutting, creasing and gluing was carried out by Ferry Pickering.

According to the carton manufacturer, Pinneys' is particularly skilled in providing products for the quality end of the market. Gold blocking was used to frame the pack and also



The wallet-style premium presentation carton produced for Tesco smoked salmon by Ferry Pickering.

in its centre where graphics overlay a non-acetate window.

"It's something that people are going to give to friends and family, and we were offering people a brilliant gift," says Tesco buyer Lucy Nelmes. In

her opinion the choice of black as the pack colour gave the correct signals of extravagance, and marked it out from the primary colours of other products on the shelves.

A version without gold foil

blocking was also produced. Ferry Pickering (PO Box 6, Coventry Road, Huddersfield LE10 0JJ - tel: 01484 238171, fax: 251338).

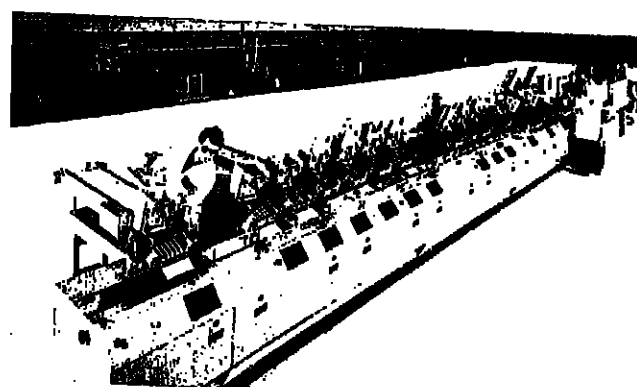
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## Collator cuts computer handling costs

An automated system for collating up to 120 different combinations of computer peripherals and instructions for short run shrinkwrapping is helping Logitech Ireland to cut costs and increase efficiency.

Each Logitech mouse, trackball, scanner or joystick has to be linked up to instruction manuals and other information in up to eight languages. Traditionally, says Logitech, large pools of manual labour would be used in this sort of operation. Minimum changeover time between collations was also required.

A pc-controlled Longford custom 12-station feeder/collator is linked directly to a Great Lakes automatic shrinkwrap-



Longford selective feeders are side mounted on an Infeed conveyor.

per. Each individual feed was required to handle a variety of grades and sizes of product without necessitating design changes for Logitech.

With the Longford system, which can run at an average of

55 packs a minute, details of each product combination come up on the operator screen. Collations and parts are identified by a system of numbers built into Longford's customised line control software.

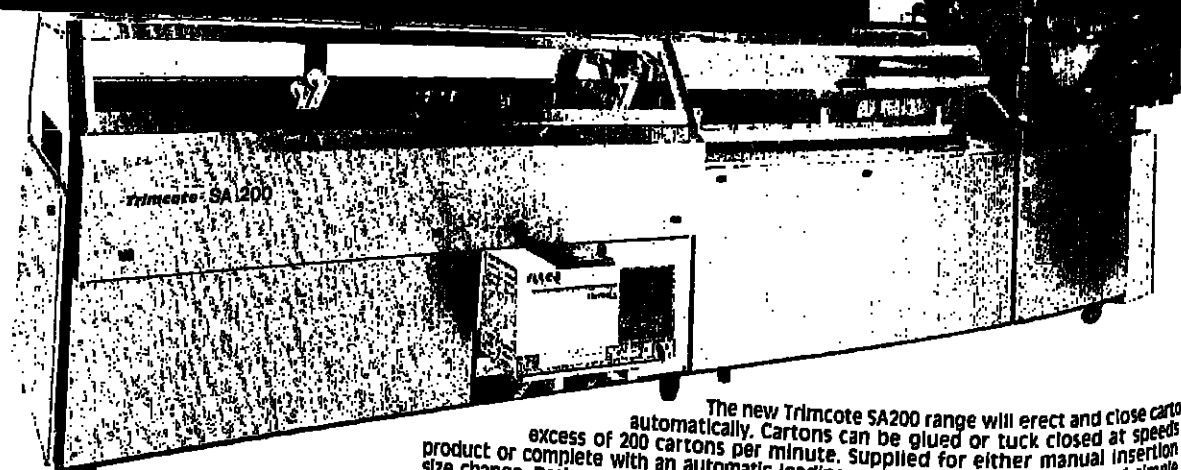
At the beginning of a run, the screen will show which holds which product.

Production information such as the number of packs and current run speed is also displayed on the monitor. According to Logitech, the move to an automatic system has enabled the company to cut costs while turning out products with a more professional look.

The entire line, which is 10m long, was planned and integrated by Longford in Toronto, Canada (European operations: Longford Europe nv, Gevekenne Roppeingel 816, 3500 Hasselt, Belgium - tel: 32 11 284026, fax: 284029).

For further information, call 0839 772268 or circle number K5-467.

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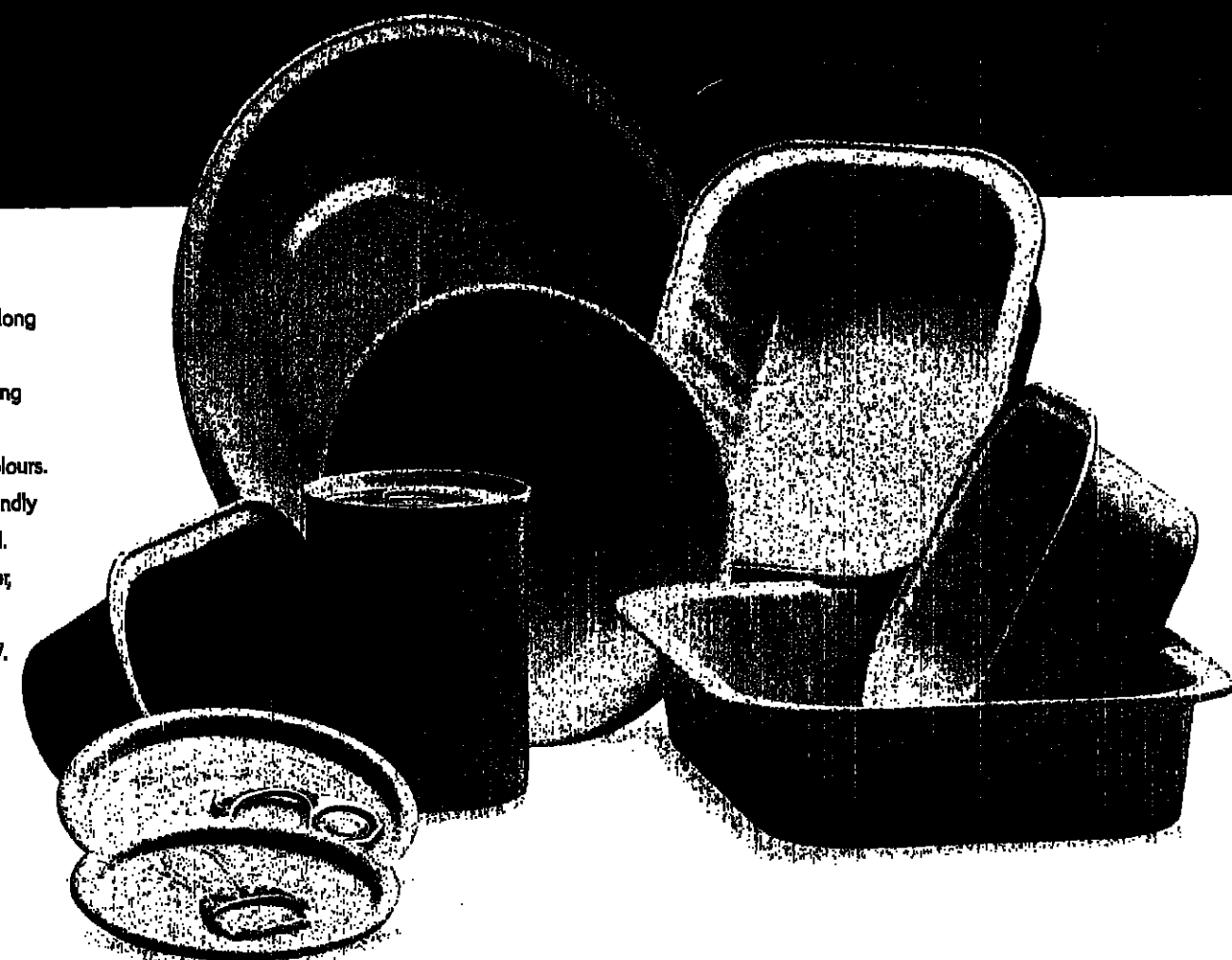
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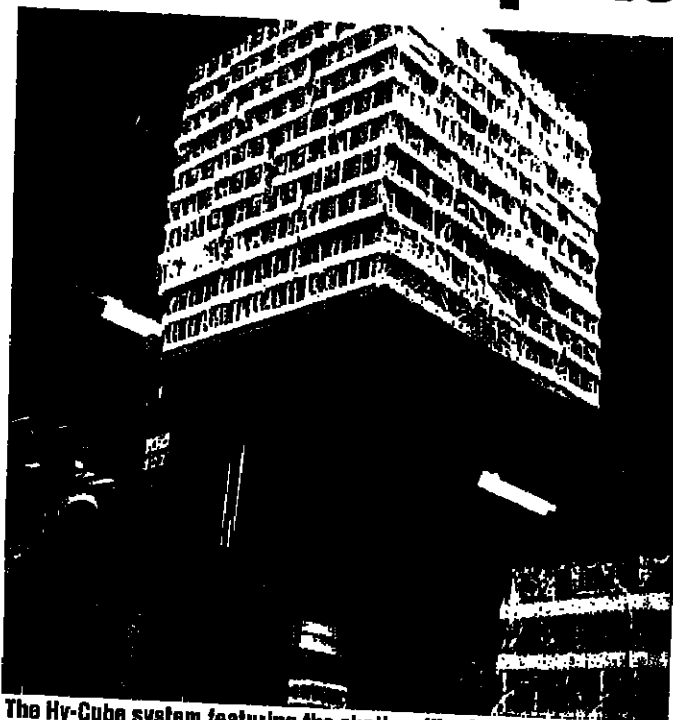
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## Panel gives pallet savings



The Hy-Cube system featuring the shallow fibreboard panel

Space and weight savings are offered for palletised goods in transit with a shallow fibreboard panel which, says the manufacturer, can operate either as a pallet base or slip-sheet.

Bradley Thallon, which manufactures the Hy-Cube system, contrasts the one tonne and six cubic metres of wooden pallet capacity in a typical container load with 90kg and one cubic metre when this system is used.

The laminate panel made from recycled fibreboard can be handled with the conventional forklift or by push-pull attachments. Individual pallets are compression tested to weights in excess of 1.75 tonnes, says the company.

Anyone who ships goods in containers or tautliners between manufacture and dis-

tribution could benefit from the system, says marketing manager Eddie Gowdy, but applications could be much wider. Main applications to date in the USA and Europe have been in the food and drink industries.

Potential problems of pallet recovery or disposal are overcome, says the manufacturer (Kiltonga Industrial Estate, Newtownards, Co Down, N Ireland - 0247 815403, fax: 815409), by its registration with Resy and Repack.

Cost of the system is comparable to that of wooden pallets, says Bradley Thallon, enabling users to make substantial savings without extra costs.

The company's specially developed manufacturing equipment for the Hy-Cube mean that it can accommodate customers' special needs into the pallet design.

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NEWS

## Transparent pp attractions

Containers which are almost 100 per cent transparent made from clear pp have been developed by Belgian firm, Wuyts-Transbox NV. In production since June last year, a small 1.2 litre size has now been added to the existing range, used mainly by the confectionery and food industries.

Such packs are generally made of pvc film: this transparent pp alternative allows a conical shape, offering ease of packing, lowering transport costs, and enabling customers to form fill and seal in one operation.

"In addition, our containers are reusable and have been turned into microwave or ice-cream tubs after use," Danny Wuyts md of Transbox (UK agent: Duncan Hutchinson, 174 Church Street, Waingroves, Ripley, Derbs DE5 9TF - tel: 0332 293900, fax: 293344) tells *Packaging News*.

In order to achieve the transparent look, particular additives are used and the thickness of the material is kept to a minimum to ensure that it is cost effective with its pvc counterpart.

However, in order to break

into other markets by producing a larger drum, the thickness of the container must be increased. "This has presented something of a problem if we want to retain the transparent look and cost-effectiveness," explains Mr Wuyts.

**"Determined to expand"**

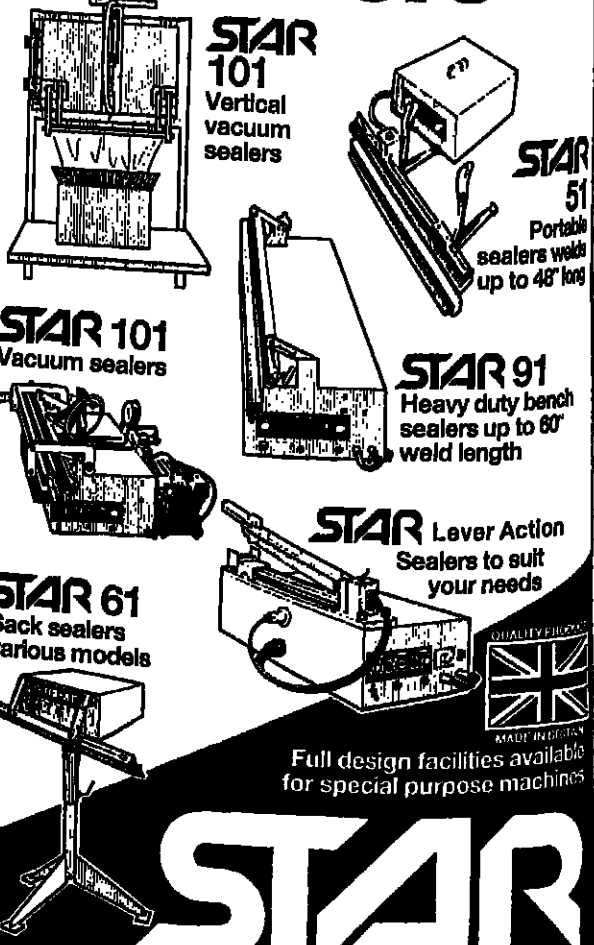
Determined to expand, the company has entered into agreement with US additive manufacturer Millican, and is so far spent Belgian francs million to develop drums 5.2, 10 litres in size with a 1.5mm as opposed to the existing 0.7mm thickness.

"These larger drums are aimed at food suppliers, retailers like our present customers, and will contain liquids and sauces such as mayonnaise. If tests carried out successfully as they have, production will begin in July," adds Mr Wuyts.

To date the company has sold 4 million containers.

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## Free bulk container collection and recycling service

Any user of intermediate bulk containers (ibc) from Shütz (UK) Ltd can now take advantage of a free-of-charge collection and recycling system now offered by the company.

Called Euro-Ticket, the system was initially introduced in Germany and continental Europe, but is now offered to all UK customers. It involves a national pool system for every country so there are no freight costs involved, says Shütz (PO Box 100, Claylands Avenue, Dukeries Industrial Estate, Worksop, Notts S81 7Y2 - tel: 0909 478863, fax: 478864).

In operation, the ibc user completes the collection order which is now attached to every ibc and returns it to the European co-ordinating company, Renz System Transport. This company then informs the ibc

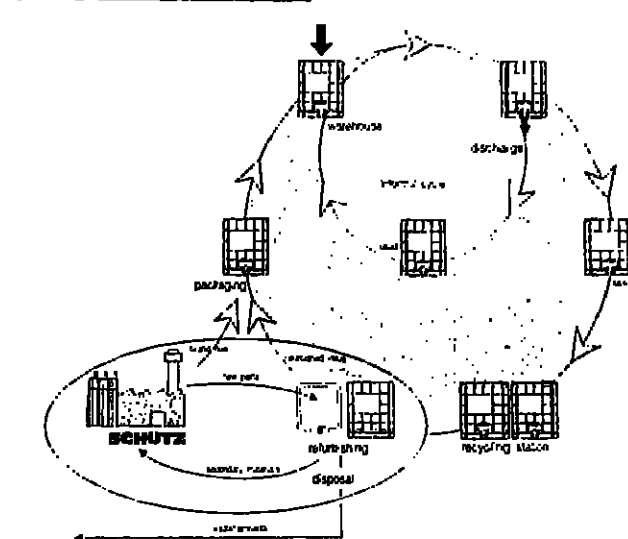
user when the containers will be collected.

Collection takes place within 30 days of notification - even for a single container - and is free of charge.

**"On return, the ibc is refurbished"**

On return, the ibc is refurbished, rather than recycled, with all new parts. Any contaminated container parts, such as pe inner bottle, screw caps or outlet devices are replaced. Each outer grid is also examined and then refurbished if necessary.

Every ibc is then leak tested and marked with an identification imprint on the front of



The Euro-Ticket cycle for a Shütz intermediate bulk container

the grid, which shows the resulting customer that it has been refurbished to exact standards. This mark also allows subsequent users to realise how many times the ibc has been through the Euro-Ticket system.

According to Shütz, the modular design of its ibcs has always allowed for multi-trip use, but this scheme formalises the process for customers even more. Each of the components

making up the ibc are said by the company to be easily interchanged.

The introduction of the Euro-Ticket scheme, and the creation of a network of reliable and competent collection and refurbishing partners guarantees an environmentally and economically acceptable re-use of transit packaging, says the company.

For further information... Call for details 0839 772268

## Reclosable zipper pouch security



Vapor-Loc by Protective Packaging Ltd: offers long term storage

A tamper evident reclosable preservable pouch that combines the security of a barrier pouch with the ease of a reclosable zipper is being

launched in the UK by Protective Packaging Ltd.

Vapor-Loc offers long term storage and reclosability. The bags have a top seal that

instantly reveals tampering but the addition of the special Loc-Top zipper feature offers consumers convenient reuse of the original package after purchase, Philip Butler, md of Protective Packaging (Dane Road Industrial Estate, Dane Road, Sale, Cheshire M33 1BH - tel: 061-976 2006, fax: 061-976 3330) tells *Packaging News*.

All pouches are custom made and are available in several material combinations to fulfil specific needs. Although zippers into bags are not new, this is the first time that they have been placed in foil materials, says Mr Butler.

Possible combinations include polyester/polyfoil/-

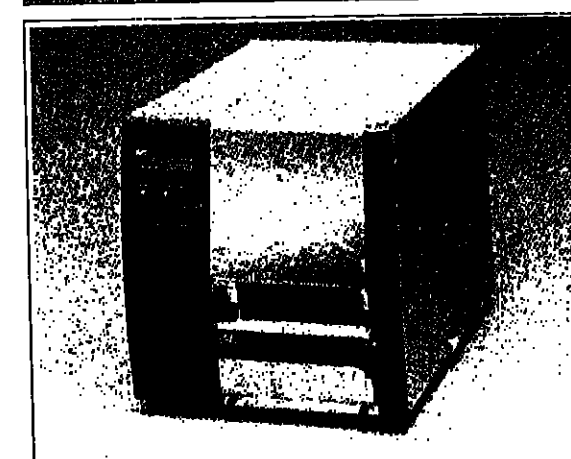
poly saran coated pe/poly and metallised pe/poly. All bags can be printed in up to six colours on both sides and are available in a range of sizes which include 5 x 4 inches and 10 x 9 inches.

Vapor-Loc bags are laminated barrier bags offering products the protection of a low moisture vapour transmission rate. The bags are suited to a variety of packaging needs including food, powders, granular and freeze dried products as well as small metal parts and medical devices.

Bags are filled from the bottom after which it is heat sealed. Costs of the bags will be 10 per cent over a normal foil pouch.

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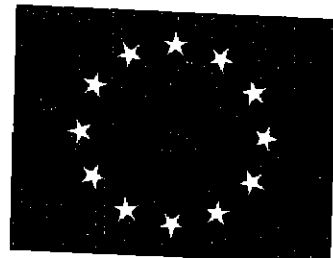
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# MEPs prepare to vote on waste amendments



On May 4 MEPs meet to vote on the European Union's (EU) proposed Packaging Waste Directive. The amendments presented to Parliament will, if passed, effectively undo all the tortuous negotiating which has preceded this version.

MEPs have reintroduced many of the amendments found

unacceptable to the Council of Ministers and industry. But for them to be successfully re-incorporated into the Directive, each one must be passed with a majority of 260 votes (see PN April 1994).

Failure to do so will result in the common position agreed by the Council of Ministers (see PN January 1994) going to the Commission for approval. If just one amendment is approved which is not acceptable to the Council of Ministers, the conciliation procedure begins.

Among the amendments to be voted on are:

- the reintroduction of a rigid

- waste management hierarchy;
- a mandatory minimum recycled content;
- a minimum recycling target of 25 per cent per material as opposed to the 15 per cent currently proposed;

## "Increased target for recycling"

- an increased recycling target of 25-50 per cent. The current upper limit is 45 per cent;
- countries allowed to arrange 5-year bilateral agreements to

bypass the Directive.

Most industry groups are urging their members to lobby local MEPs against the introduction of a waste hierarchy and the revised targets.

## "Flex their muscles"

James Devereux of Incepen tells PN: "MEPs just want to flex their muscles and force the co-decision procedure. If the conciliation process begins it delays implementation of the Directive for some considerable time."

"It is better to take what you have than end up with no Directive. Any delays will result in no environmental improvement and in the meantime we will get more national legislation and no harmonisation, which is what this Directive is supposed to be all about."

# PRG recycling scheme: where will the levy fall?

The deadline has drawn to a close for submissions on both the general points of the Producer Responsibility Group's (PRG) recycling and infrastructure plan and on the controversial issue of a levy to fund the scheme.

Sir Sydney Tipworth, the independent expert appointed belatedly to make recommendations on the levy, now has the unenviable task of ploughing through the responses as each industry group tries to avert the levy from hitting it.

He expects to finish his report to the Department of Environment (DoE) by the end of May and industry is expected to fall in with his recommendations, says Robert Atkins environment minister.

## "Estimates vary widely"

Estimates as to the total required to fund Valpak (see PN March 1994) range from a conservative £100 million to £500 million a year. Fortunately, Sir Sydney has been allowed to expand his brief from just examining the three levy options suggested by the PRG plan - on packers/fillers, converters or a combination of the two - to a range of options including a levy on retailers.

Sir Sydney tells PN: "I start with a clean slate and not much knowledge. I will have to see what's appropriate and I would expect to give a reasoned decision which is transparent. But at this stage whether I will come down on one point or several is undecided."

However, industry are divided over where and what basis - weight or value - the levy should fall. Mr Davis, chairman of Incepen, warns that failure to reach some degree of compromise and adopt a unified approach to the PRG plan will be likely to result in its collapse.

## "Must be underpinned by law"

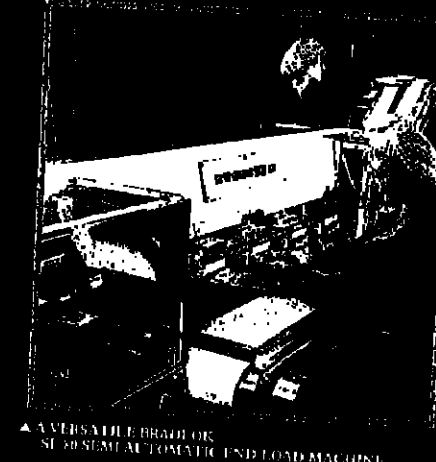
Incepen is convinced that funding mechanism must be underpinned by legislation to ensure compliance by all within the scope of the plan. Government recants its intention to give industry support, some sectors are likely to walk away from the plan says Mr Davis.

Friends of the Earth (FoE) is concerned that the introduction of the levy should not be looked at in isolation from other Government measures. "FoE" notes that the package levy at the proposed level is unlikely to provide a sufficient incentive for waste reduction.

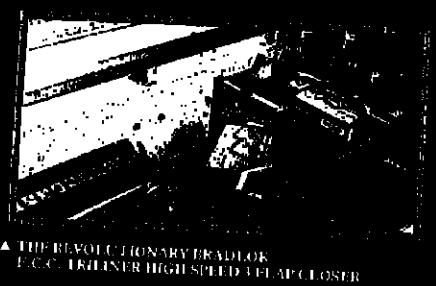
Industry also seems to pinning its hopes on the introduction of a landfill levy, of which would be contributed to the PRG. While the DoE admits it is looking at a landfill levy, Mr Atkins says: "We do not see it as the solution to the problem of funding the recovery and recycling of packaging waste ... as it would about the industry of its responsibility to think about the environmental consequences of its activities."

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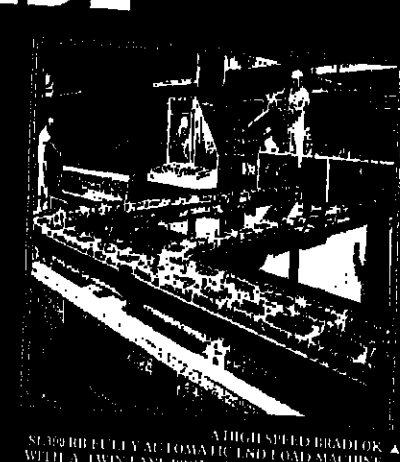


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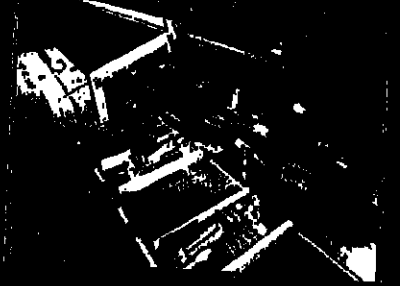
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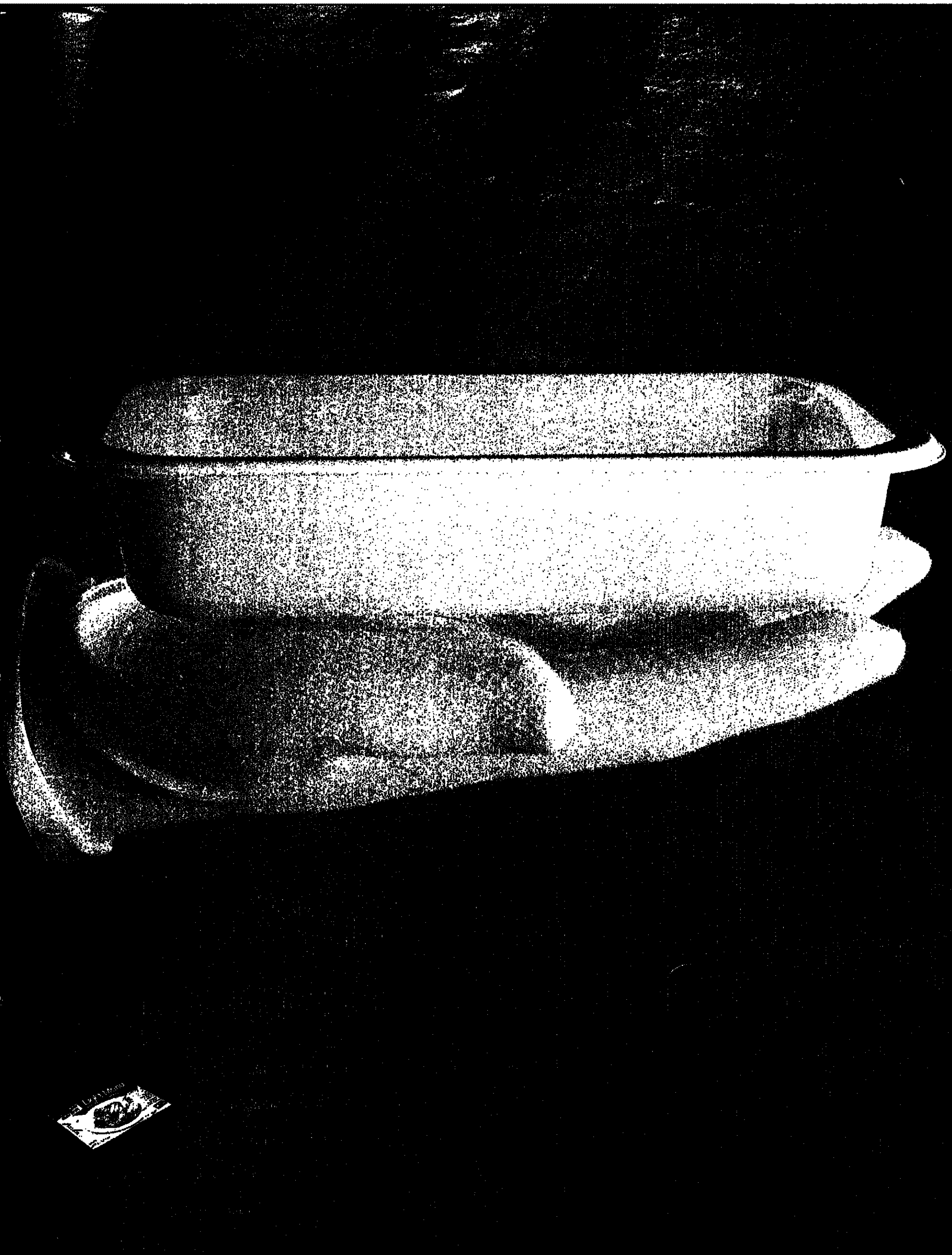


# Pe films into pellets

The Queen's Award for Environmental Achievement has been presented to Alida Recycling Ltd, a wholly owned subsidiary of British Polythene Industries plc, for its successful development of a commercially viable process for the reclamation of polythene films which are recycled into a pellet.

Known as Alphathene, the pellet is incorporated into a variety of film products used in the packaging industry. Alida (Heanor Gate, Heanor, Derbyshire DE7 7RG - Tel 0773 530530, fax: 713729) has two plants with a combined recycling capacity of 10,000 tonnes a year.

For further information K5-181 Call for details 0839 772268



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# New light on a famous name.

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All too often names are changed purely for aesthetics. Reginald Dwight turned into Elton John and who can blame him for that? Norma Jean Baker became Marilyn Monroe, a name with far more sparkle.

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## Voicing our concerns

In most areas of the economy, a slogan such as 'One industry, one voice' would be greeted with scepticism, but the strength of the BPF lies in the ability of the British producers and converters to forge cross-industry representation, unlike many of its European counterparts.

This ability to reach and develop common positions and respond swiftly to the needs of its members has been particularly important for the plastics industry in recent years, and especially so for the sector with packaging interests.

The recent changes in organisation, bringing in a tier of four sectoral groups (packaging, construction, electrical and transport) above the level of membership groups, reflect distinctions made by the

national industry interests at a European level. "The EU is far more concerned with consumer interests than most national governments have been in the past, and as a result, industry has become more transparent in all its activities," says Mr Jones.

Fixing on totals within the BPF is not easy since there are varying levels of membership and the different divisions of some larger companies effectively have separate representation. However, of the 600 or so members, some 125 have interests in packaging, whether at the raw materials end (including polymers and additives), machinery manufacturers or packaging manufacturers themselves. This last group comprises some 70 companies, the federation estimates.

The idea of the single voice is just as important at this market sector level, and the needs of the packaging industry and its suppliers to tackle environmental and safety issues played a major part in the decision to reorganise along market lines.

"Industry needs someone to speak up on its behalf. Individual companies, whatever

council, a committee level and product groups below this. Product groups have considerable autonomy to develop their own internal organisation and strategies.

The council, representing both raw material suppliers and converters, meets quarterly. It is responsible for setting overall policy direction - such

as the four sector groupings - and ensuring that the BPF is fully resourced. The current president is David Tracey of Glynwed.

Once issues have been addressed within the BPF membership and a common approach arrived at, the federation's message is being increasingly sharply targeted. Fact sheets were handed out at the recent Labour Party

Europe conference in Glasgow and there was a presentation to

**With an estimated one third of all plastics produced in the UK going into packaging applications, the British Plastics Federation (BPF) has always had major interest in the sector. Paul Gander reports on how the issues facing members with packaging interests have helped shape the responses of the BPF as a whole.**

An Education Task Force was set up earlier this year by the Environment Committee

the BPF has prided itself on responding swiftly to, and often encouraging, develop-

ments in the industry. As an example, Mr Law cites the late '70s introduction of pet bottle manufacture into the UK. "We were quick to foster its growth on a national basis by forming a pet bottle group for moulders," he says.

The 35 permanent staff at the BPF's London headquarters include consultants for

its Plastics and Rubber Advisory Service (see box). Another subsidiary organisation, the Polymer Engineering Group, monitors relevant research in higher education and publishes a directory.

Other publications from the BPF include market information, with a twice-yearly survey of UK industry trends, packaging having its own section. The federation also compiles reports for international plastics organisations.

Apart from the many BPF members represented on industry standards committees at British and European levels, the federation plays an important role in formulating voluntary codes of practice among members.

There is a long-established track record at the BPF of representing UK companies in DTI-sponsored exhibitions, involvement with major plastics exhibitions abroad and market-related shows in the UK.

The British Plastics Federation is at 6 Bath Place, Rivington Street, London EC2A 3JE - tel: 071-457 5000, fax: 071-457 5045.

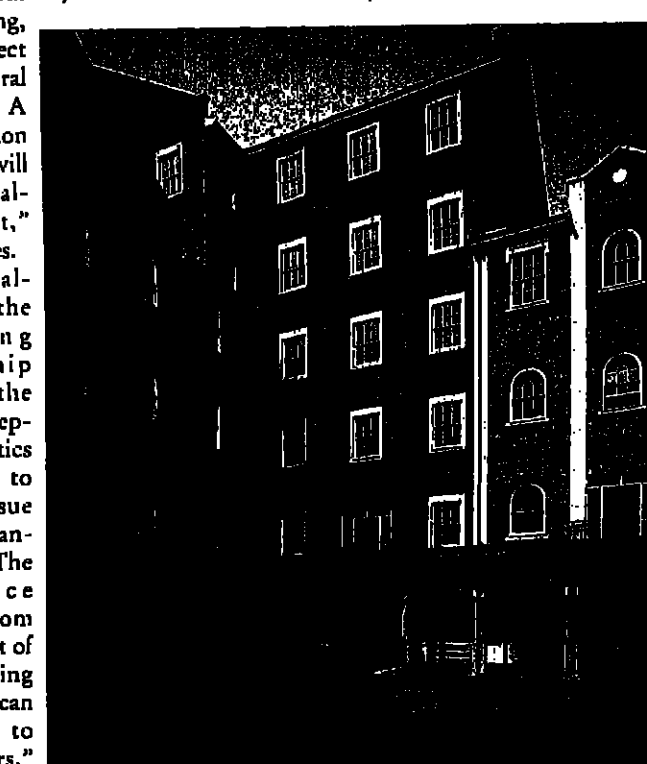


BPF director general Ron Jones has been 37 years in the industry

to coordinate members' efforts to explain the benefits of plastics to local schools.

One major area of recent involvement has been the development of EU food contact standards for plastics. The BPF has worked closely with MAFF on this and used its own publications to plot the progress in European harmonisation, keeping its own membership informed. This close involvement shows its recognition of the importance of what goes into plastics, and above all a willingness to accept responsibility for the industry it represents, says Mr Law.

Since its founding in 1933,



BPF headquarters: representing national industry interests

European Commission for legislative purposes. The move recognises that issues at a national or European Union (EU) level increasingly require treatment on the basis of market sector rather than materials or techniques.

"Any industry that only looks upstream is gazing at its own navel," BPF director general Ron Jones explains graphically. His 37 years in the industry, including six with the federation, have left him with a clear understanding of the technical, environmental and business issues facing members.

One major aim the BPF sets itself is to make clear to government how the UK plastics packaging industry is a national strength to be nurtured in particular as a support to the country's highly developed retailing network.

Increasingly the BPF has been called on to represent

over 200 local government waste officers at a conference organised jointly with Incpen.

Alongside this more recent sector-based approach, the BPF's structure involves its

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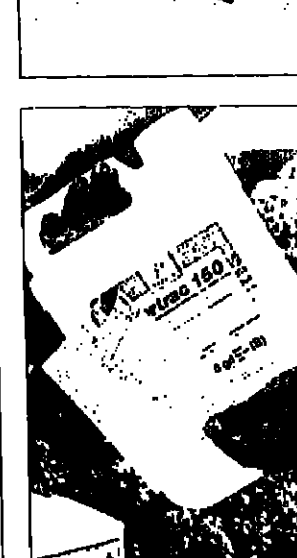
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# Pictures of health

The healthcare market may soon be invaded by a posse of radically different pack designs, if manufacturers take to heart the findings of a recent piece of research. *Pill Popping in the High Street*, a report published last autumn by The

include government policy, which aims to save millions of pounds by restricting the range and price of prescription drugs, and banning the prescription of entire product categories. And from this year, certain drugs previously thought by

may prefer to prescribe.

Public perception is also playing its part, with 73 per cent of housewives, according to Mintel, now believing that the medical profession is encouraging people to treat themselves for minor ailments, and the same proportion agreeing that pharmacists are as effective as doctors in giving advice and product recommendations for minor ailments.

The market for complementary medicines such as vitamins, dietary supplements and homeopathic and herbal remedies is thriving, due in part to a growing mistrust of pharmaceutical drugs and their side effects.

The report highlights the

**Vitamin pills and other healthcare products are finding their way into supermarket trolleys along with the week's groceries. Meanwhile, more and more medicines are coming off the prescription-only list and going on direct sale in pharmacies. Recent research suggests that manufacturers wanting their products to sell well over the counter will have to rethink their approach to pack design. Claudette Hall reports**

effects of the changing retail environment, with supermarkets now stocking a considerable range of otc medicines and Safeway, Tesco and Asda having their own or a franchised pharmacy in-store. "In the UK this poses a short term need to assess the impact of the changing retail environment in which purchases are made," states the report. "In the long term it poses a considerable threat." For one thing, it opens the way for own-labels.

All in all, it is hardly surprising if, as the report claims,

"Pharmaceutical groups that in previous years spent money getting out of otc are now adopting new strategies to re-enter the market." The larger ones have formed partnerships with fmcg companies, which see the potential of marketing former prescription-only products.

"For their part," the report continues, "the pharmaceutical companies recognise the strength of the fmcg sector in managing successful mass-market, consumer marketing strategies. However, all would

agree that a new genre of marketing is needed to meet the unique challenges which lie ahead for otc brands."

"Otc brands not only face the challenge of differentiation and loyalty to tackle, they must also communicate with consumers on clinical safety and efficacy," says the report.

The role of packaging design in otc marketing is closely linked to the nature of today's consumer, according to the report: "In the late nineties, consumers are sceptical and thoughtful, li-

erate and independent. Shoppers who once showed loyalty to a brand are now willing to try something new which

catches their eye."

This change in attitudes, combined with the trend towards supermarket shop-

ping, is making point of sale a critical battleground. According to research carried out for The London Design Partner-

ship in June and July 1993, people buying otc healthcare products in a supermarket behave very differently from those buying in a traditional pharmacy.

"As otc sales in supermarkets increase," says Gerry O'Dwyer, creative partner of The London Design Partnership, "so the crossover of supermarket shopping habits to otc purchases will place greater importance on the front of the pack to answer all the consumer's concerns. Those relying on shoppers consulting both front and back of pack will be at a disadvantage."

Although the majority of shoppers stopping to look at otc products go on to make a purchase - 90 per cent in pharmacies and 56 per cent in supermarkets - only 8 per cent of purchasers make their selection without any detailed reference to packaging, and

84 per cent consider more than one product.

"So, while one can assume a large percentage of shoppers have made up their minds to make an otc purchase," the report concludes, "the exact brand or product they purchase is a decision usually made at point of sale."

However, consumers do not appear to share a common approach to otc packaging. The majority refer only to the front of the pack; only 41 per cent of those surveyed referred to both front and back. This behaviour is influenced by factors such as shopping environment, comparison across brands, and type of product purchased.

In traditional pharmacies 60 per cent of shoppers looked at both front and back, but only 27 per cent did so in supermarkets. Of shoppers consulting only one product, 70% studied both front and back, but for those considering a number of products the proportion fell to one in three. And while 60 per cent of shoppers buying vitamins consulted both front and back, only 27 per cent of those buying painkillers did so.

"The assumption that the supermarket otc shopper will be driven by safety and ethical concerns to behave in a significantly different way towards otc appears to be unfounded," says the report. "To succeed,

the design of front of pack must communicate all the product's strengths and not just some of them.

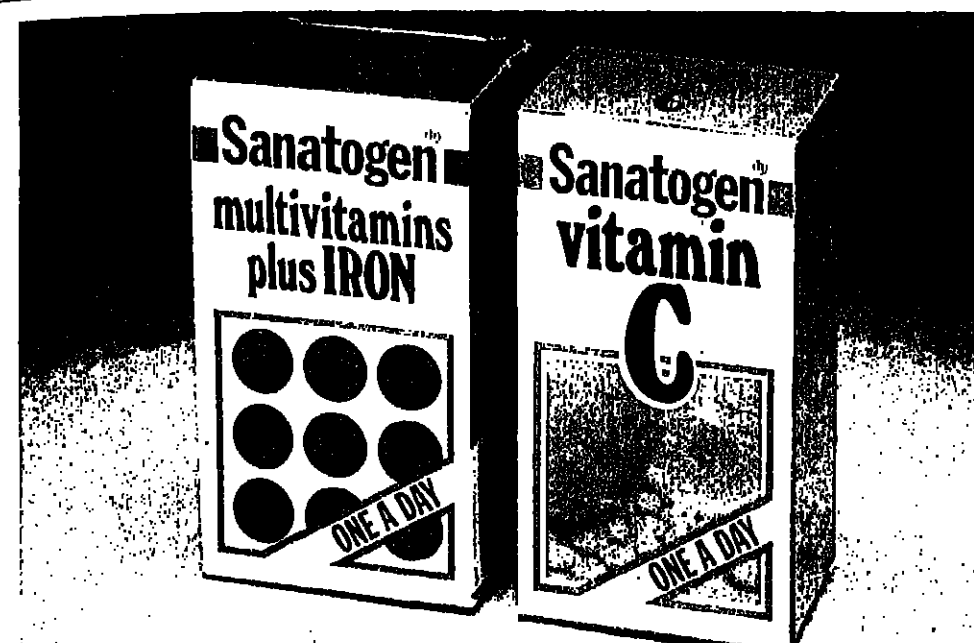
"An analysis of current otc packaging suggests that even some of the brands which have recently introduced new packaging use the front of pack essentially as a signpost or point of reference for the shopper trying to find a particular brand on the shelf. Much of the selling of the otc brand, promoting its core values and benefits over alternative products takes place in the dark, so to speak, on the reverse."

The London Design Partnership may have already been considering such problems when it redesigned the Sanatogen multivitamins pack for Fisons Pharmaceuticals in 1987. "Computers' packaging was really just a collection of abstract coloured images communicating some strange information on vitamin pills," says Mr O'Dwyer.

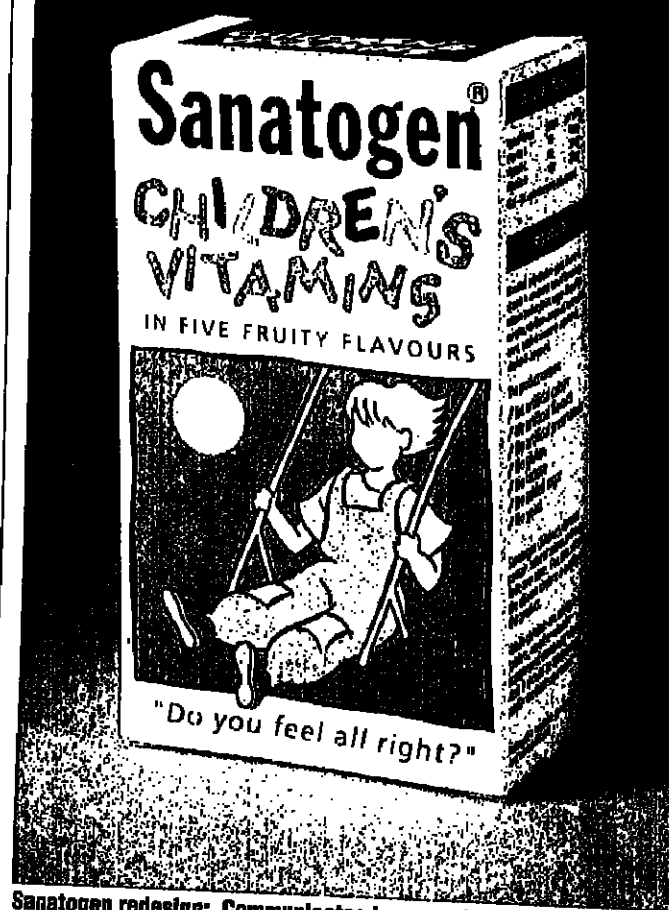
"Our brief was to come up with something much more specific, to enable you to identify whether the proposition was relevant or not."

"The previous design of nine circles was all about pharmaceutical efficacy, and ultimately quite challenging and cold. We wanted imagery that was much more inviting - reassuring but also approachable."

Prohibited from making any overt claims about the



Original Sanatogen pack: Conveys pharmaceutical efficacy



Sanatogen redesign: Communicates increased vitality

London Design Partnership, examines the ways in which recent market developments have influenced the behaviour of consumers purchasing over the counter (otc) medicines.

Current spurs to the growth of the otc market, worth £1 billion in the UK,

some to be too dangerous for self-medication will be sold direct to the public.

Other likely otc entrants will be a number of leading prescription-only medicines that are due shortly to lose their patent, opening the way for cheaper copies that doctors



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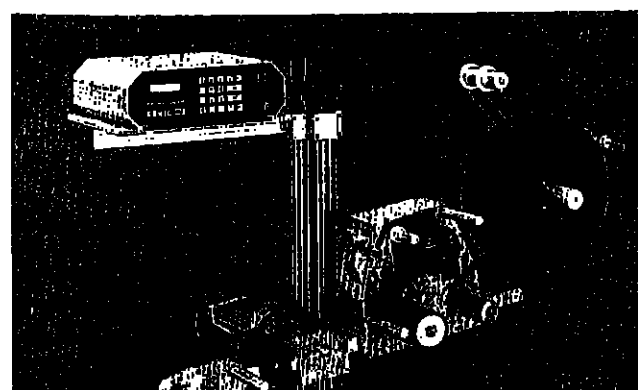
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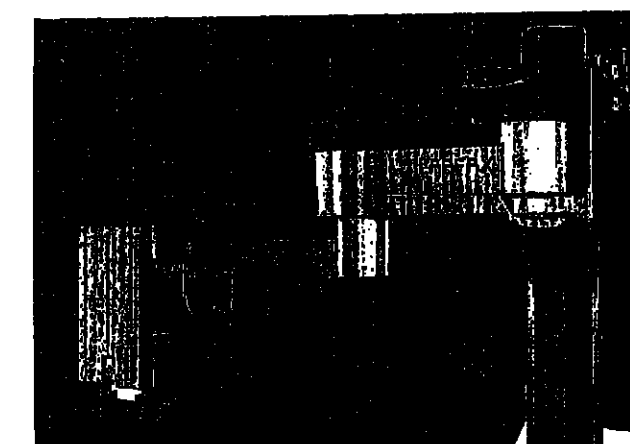
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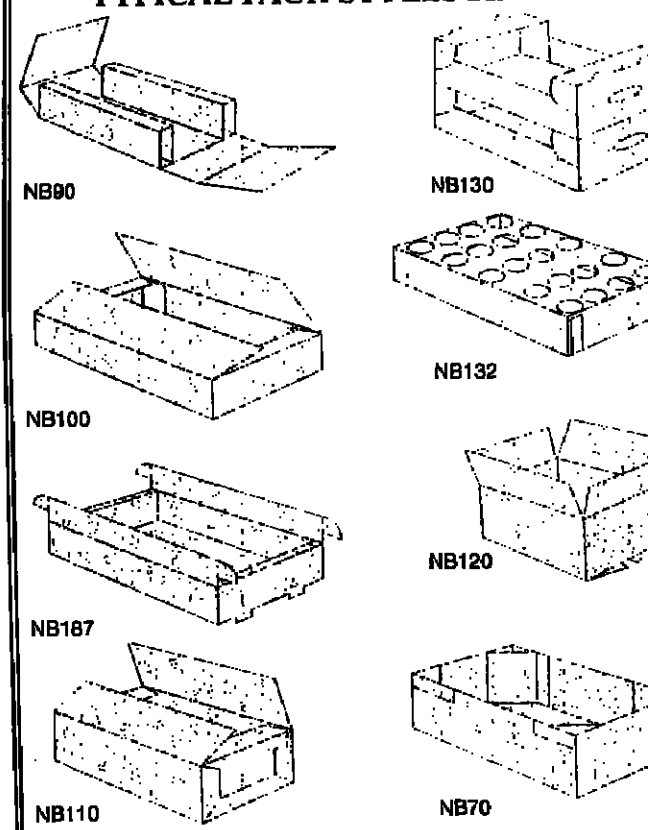


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Zovirax prescription only pack: Shows the problem

benefits of vitamin pills, the design team used illustrations to communicate the notion of increased vitality, through both the content and style of the pictures. The white pack and black logo conveyed pharmaceutical efficacy.

Mr O'Dwyer claims that although the redesign succeeded in creating a true differential between Sanatogen and the competition, it has since become "the generic benchmark packaging for vitamins". Subsequent redesigns have been merely evolutionary, since research showed that consumers saw nothing wrong with the 1987 version.

Wet tea bags may not

sound like a very efficacious remedy for cold sores - and indeed they are not, but they appear on a list of strange and unsuccessful "home remedies" tried by sufferers. However, cold sore victims who prefer not to "bother" their GP or who face a long wait for an appointment no longer have to resort to rubbing in coffee granules or dabbing with after-shave, perfume, toothpaste or talcum powder.

Last September Wellcome launched its Zovirax Cold Sore Cream, previously a prescription-only medicine, for direct sale in pharmacies. Although the product would be displayed behind the pharmacist,

whose recommendation would play an important part in sales, Adler Design knew it still needed to create a pack that worked on the shelf.

"It had to be eye-catching and reassuring and send all the messages to give the product relevant appeal - ability to do the job, trust, and effectiveness," says creative director Adrian Adler.

The existing blue prescription-only pack featured a face with a red spot indicating the presence of a cold sore, and the Wellcome name and logo figured strongly. "Market research said we had to retain some medicinal heritage but also appeal to consumers," says

Zovirax pharmacy pack: Shows reassurance

Roger Crow, marketing manager at Wellcome.

Including people who used ineffective home remedies, 80 per cent of cold sore sufferers were defined as "non-treaters". So although Zovirax was an advanced product compared with others on the market (it can stop a sore from even forming, as well as treating one that has appeared), it was essential that the new pharmacy design did not scare off potential customers.

"We avoided the hardness of science and the barrier of complex chemistry and pharmacy," says Mr Adler, "and went more for a strong identity - not showing the problem, but

showing reassurance. The soft 'Z', almost like a squirt of the cream, was to give it impact and softness at the same time.

"Accessibility was the key. The rest of the word coming off the 'Z' was clear and concise, and the white pack conveyed the ethical values. The 'Z' became almost a mini corporate identity, and features strongly in the brand's advertising."

Research showed that the 'Z' logotype fulfilled Wellcome's wish for a pack that appealed equally to men and women. "The women immediately picked up on this soft 'Z' because they found it more accessible," says Mr Adler, "but the men, although there

were harder designs also on view, saw the 'Z' as being effective, suggesting that the product is going to do the job."

Mr Adler describes his design as "a fine balance between the ethical, the effective and the accessible". In the four months after launch, consumers bought around 1.5 million tubes of Zovirax, worth over £6 million at rrp.

The design solutions adopted for Zovirax and Sanatogen both illustrate the conclusions of the Pill Popping report: "What is needed is the marrying of proven successful techniques from long packaging to the unique challenge facing new brands." □



## Single use container offers easy opening

A single use container for dispensing products ranging from detergents to pharmaceuticals is being launched by Norden Pac International ab.

The Swedish company, which is better known for making 40 per cent of the world's tube filling machinery, says its tamper evident Unit Dose dispenser offers greater consumer convenience than other designs on the market.

"The container can be opened easily with one hand by snapping off the top with the thumb to dispense a precise, pre-measured dose, says Nils-Erik Engström of Norden Pac (UK: Church Street, Baldock, Herts SG7 5AF - tel: 0462 895245, fax: 895683).

The design also means it is easy to see if the pack has been tampered with, an especially important feature for pharmaceuticals and sensitive food products such as infant formula.

The container can be opened with one hand by snapping off the top with the thumb



## Bottling, packing and canning on show

Interest is growing in the UK Bottling, Packaging and Canning exhibition (BPC), planned as a "moving show" for 1997, with a dairy show to possibly run alongside it.

BPC '97 aims to fill a niche in the UK and international exhibition schedule by cycling with Drinktec Interbrau in Munich six months before it. Rather than competing head-on with the German show, says organiser Ed Binsted, it will offer companies the chance to amortise the costs of exhibits over two shows rather than one.

Rates will be £185 a sq m stand only and £205 a sq m for site plus shell scheme.

To encourage as many working exhibits as possible, Binsted Exhibitions is absorbing the costs of water, air and waste services in the price of

stand space. Early bookings of space will also mean that first lifting of exhibits will be included in the price. "We feel that this is what people want - a moving show," says sales director Andrew Flew.

**"Keen to get suppliers of consumables"**

The organiser is keen to attract suppliers of consumables as well as line equipment, and will be making efforts to attract packaging buyers and specifiers among visitors.

The visitor profile will be different from Drinktec Interbrau, with more interest from the Anglo-Saxon business world, says the organiser (Walton House, 90

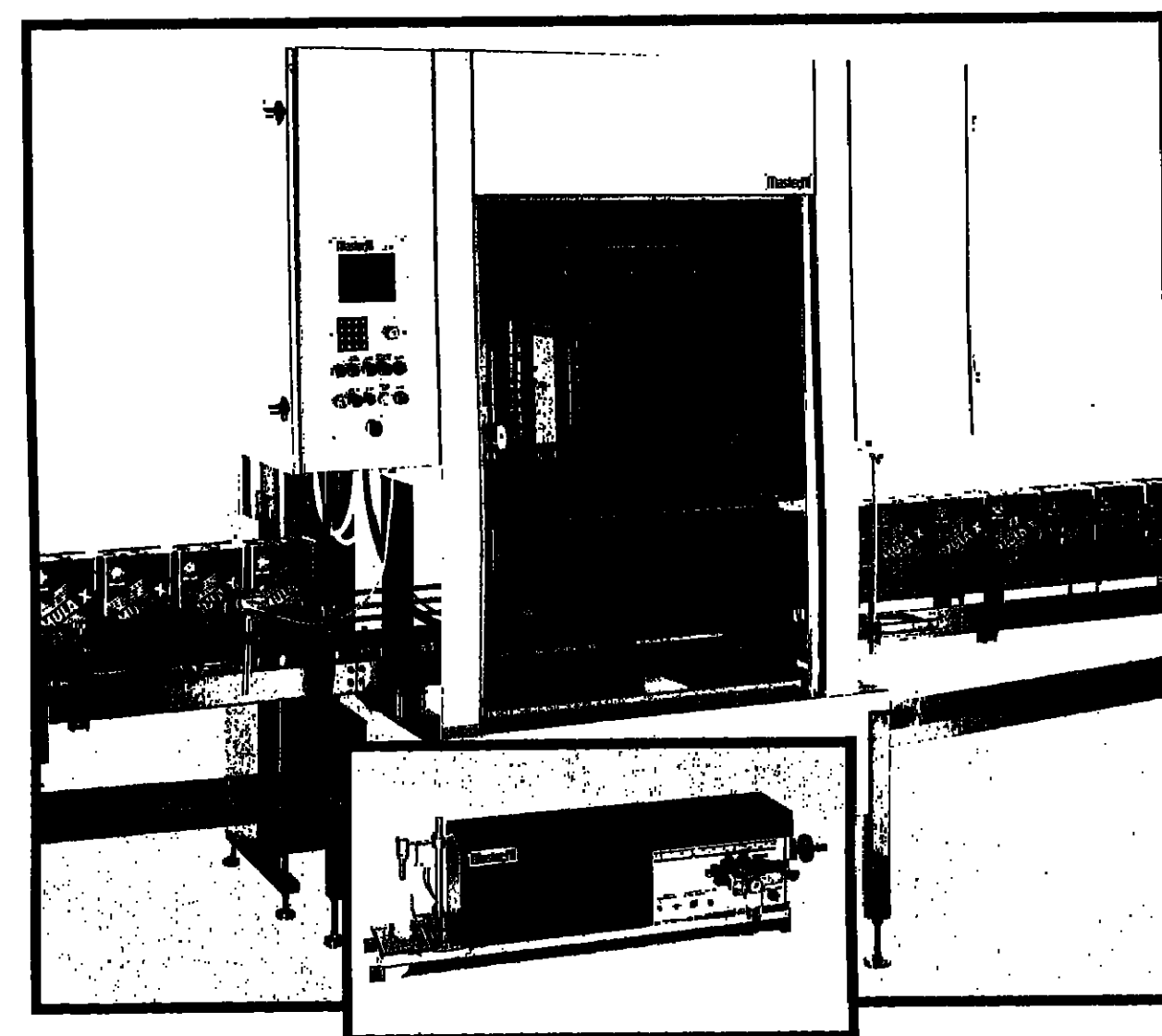
London Road, Hook, Hants RG27 9LF - tel: 0256 764180, fax: 766102).

BPC will run every four years. The first show will be held in hall five of the Birmingham NEC 15-18 April 1997. Binsted is looking into the viability of running a show for the liquid dairy industry in another hall of the NEC alongside the Bottling, Packaging and Canning show.

Easier access than in other shows has been built into the floor plan for the show, again anticipating exhibitor interest in displaying as much working equipment as possible.

Other services for exhibitors will include workshops focusing on maximisation of the investment as a run-up to the show.

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PACKAGING NEWS/MAY 1994



## Fine electronic control on volumetric filling system

A volumetric filling system was shown by Mario Ronchi Srl working with tinplate containers, and demonstrating its fine electronic control.

Programming on the Exata system is said to be easy, with fill quantities inputted via a keyboard. Individual filling heads can also be regulated. No matter how many heads are being used, format change takes the same time, and has been substantially reduced.

Products with low electric conductivity - those with low water content - can be filled on a system using magnetic induction meters. Mechanical metering is used with oily products, while special fittings are available for corrosive liquids.

Since liquids do not accumulate inside the machines, no sedimentation takes place, making quick cleaning possible with the minimum of water.

Rotary filling of edible oil was shown on the stand with the Exata R. This can fill containers of between 3 and 5



The volumetric filling system shown by Mario Ronchi Srl

litres. Other models include the Exata L for large containers up to 25l and the CF for flexible containers. The CF comes in continuous and intermittent motion versions for containers up to 3l.

Other products shown were the Sirio P rotary capper, which is used for spray and dosing pumps and can be sup-

plied in a monobloc version with a Ronchi filler.

The Italian company's exclusive agent in the UK is Propack Automation Machinery Ltd (Binns Close, Torrington Avenue, Coventry CV4 9TB - tel: 0203 470074, fax: 471190).

For further information K5 153 Call for details 0839 772268

## Foreign influx for Milan show

Organisers registered a 18.5 per cent increase in foreign visitors on the last Ipack Ima exhibition held in Milan, with a total of 51,659 visitors from home and abroad passing through the gates.

While pointing out that this increase in foreign interest can be partly accounted for by the deterrent influence of the Gulf War only months before the last show, Ipack Ima says that the success of the March '94 exhibition demonstrated that the expected revival in the Italian economy was already underway. Half of the visitors from abroad chose to attend on more than one day.

As a part of the Italian Institute of Packaging's Oscar awards, presented during the show, the organisers introduced voting by the public for its favourite pack. Of the 21 prize winning packs, PKL Combibloc's CombiTop carton won the most with 180 visitor votes.

The Oscar judges recognised the advantages of reusability on the pack - used in Italy by fruit juice producer Zuegg srl and Candia milk - with its moulded pp pouring spout. This means that the pack can be kept on its side in the fridge even once opened.

Other Oscar winners

trial, food or chemical use, which keeps two products separated until required. It has only two pieces, with a secure seal and a system which makes opening impossible unless mashing has already taken place.



PKL Combibloc's CombiTop carton attracted 180 visitor votes

included a Pechiney reclosable can with ring pull opening inside for Illycaffè ground coffee, and pe or pp packs for single doses of liquid pharmaceuticals with an integral plastics spoon.

Inge spa won an award for another pharmaceutical pack - but also potentially for inclusion

cost cold pva adhesive on its slit-free closures.

Fine powders such as flour, cocoa or dry fillers can be cartoned in a single operation without the cost of an inner bag, says UK agent Notem Ltd (Millshaw Park Avenue, Leeds - tel: 0532 779504, fax: 760557).

Carton dimensions can be from 80 x 30 x 120mm high to 275 x 150 x 375mm high. Six parts simply clip into place for toolless changeover, and adjustment of the four volumetric or auger dosing heads is by servo motor.

For further information K5 152 Call for details 0839 772268

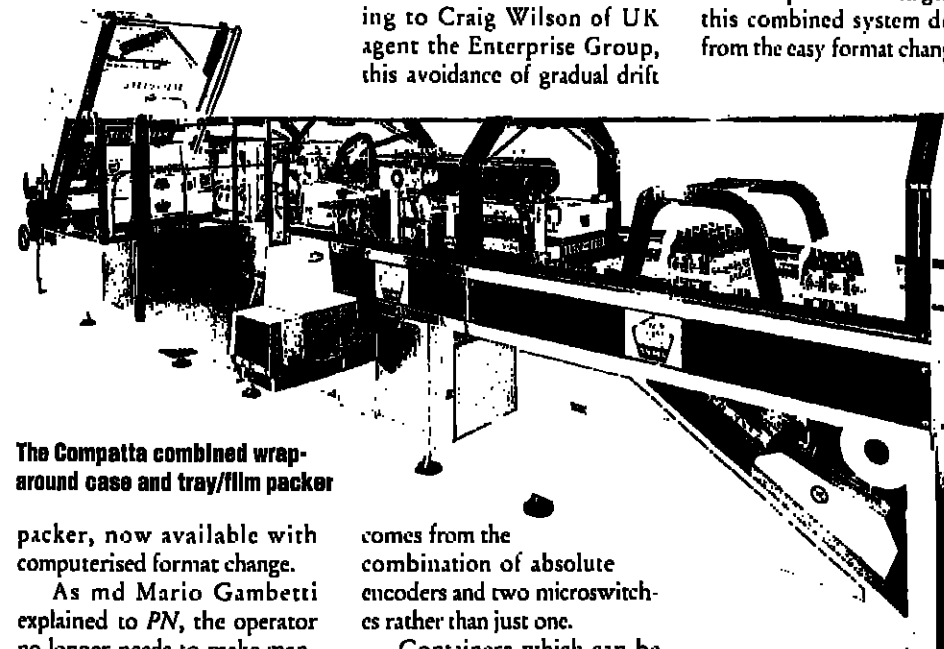
## Tray/film wrapper has computerised format change

Exhibited for the first time on the Baumer stand was the Compatta Combined wrap-around case and tray/film

Reliable repeat performance is one of the strengths of the system, says Mr Gambetti, with just 0.1mm tolerance maintained over time. According to Craig Wilson of UK agent the Enterprise Group, this avoidance of gradual drift

During the gluing stage, pressure, temperature and flow of adhesive is said to be optimised by a sequence of nozzles.

The specific advantages of this combined system derive from the easy format change,



The Compatta combined wrap-around case and tray/film packer

packer, now available with computerised format change.

As md Mario Gambetti explained to PN, the operator no longer needs to make manual changes to the Compatta. The automated procedure takes just three minutes for a change in all three dimensions. Board size change is also automated, although loading of the magazine is still a manual job.

comes from the combination of absolute encoders and two microswitches rather than just one.

Containers which can be packed into cases or film-wrapped trays on the machine include glass and pet bottles and cans. The basic version of the Combined Compatta was introduced at Drinktec Interbrau last year.

says the Enterprise Group (Unit 7, College Farm Buildings, Barton Road, Pulloxhill, Beds MK 45 5HP - Tel: 0525 718288, fax: 718580).

For further information K5 134 Call for details 0839 772268

## High automation filling of pouches

Preformed pouches and stand-up pouches up to 5 litres - with or without a pouring spout - can be filled on a system introduced at the show by the Goglio Group.

The GL90 works from a double row of pouches, allowing a high degree of automation, says the company (Via

dell'Industria 7, 21020 Davaerio (Verona), Italy - tel: 010 39 332 940200, fax: 940201). Quick size change is said to be another advantage of the system.

Goglio itself supplies a range of pouches, including double-wall packs with easy opening. Aseptic packs ranging from 5 to 500 litres and ultra-

light materials can be supplied. This pack range and different filling equipment for powdered, granular or liquid products are part of Goglio's Fres-co System.

Materials used in the company's aseptic system range include aluminium sandwiched between high mechanical resistance plastics, with a heat-sealable film in contact with the product. Fully transparent laminates can also be supplied, says the company.

For further information K5 135 Call for details 0839 772268

## Film saves on the printing of white

Additions to the Radici Film bopp product range include low barrier metallised and white voided films.

Available in 15 micron thickness, Radil ZC is a coextruded metallised film which can be laminated with printed pp or polyester. It is sealable and suitable for food packaging.

Ventura of Radici, the ability to save on the printing of white is a major advantage for many converters.

"A major advantage"

The UK agent for Radici is Gadbrook Packaging (West House, 20 West Street, Reigate, Surrey RH2 9BS - tel: 0737 246990, fax: 247306).

According to the company, some 70 per cent of its 1993 output went to the home market, but the proportion going to export may rise to around 40 per cent this year.

For further information K5 136 Call for details 0839 772268

## Two-head efficiency

Equipment on the ica stand included the Duopack 2000 high speed vertical ffs machine with two forming tubes.

Unlike other systems, which are effectively just two single-head machines in parallel, the Duopack is more efficient in its use of the 2-head system, says ica. The drive alternately operates one tube and then the other, with each tube making 50 per cent of the total output.

Up to 140 bags a minute can be filled on the pc-controlled machine, says the company (Via del Litografo 7, 40138 Bologna, Italy - tel: 010 39 51 6017011, fax: 538211).

Among other machines shown were the CSV30 - BC, which forms well squared packs.

For further information K5 140 Call for details 0839 772268

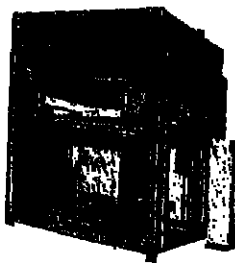
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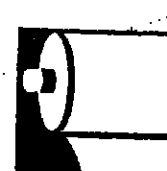
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## Automatic carton machine offers easy size changes

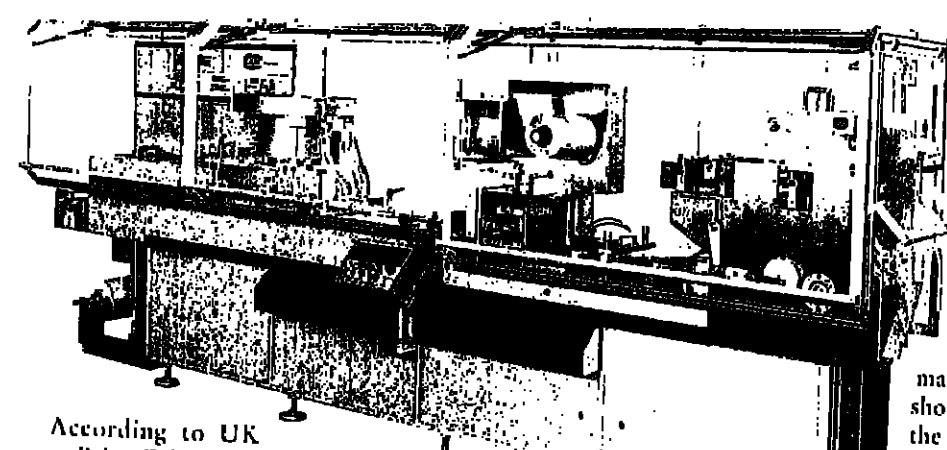
An automatic cartoning machine introduced by Gnudi Bruno at the show offers simple size change and almost immediate setting down with minimal waste of time or materials after initial set up.

0536 61501 fax: 2045381.

The two versions of the PG cartoner, the P1 and P2, can handle cartons in the size ranges 50 x 20 x 100mm to 200 x 80 x 300mm and 75 x 20 x

other debris in the working parts of the machine, and cleaning is easy. There is clear access to the magazine for refilling with blanks.

Among the many other



According to UK agent Brian Folgate of Campak, the horizontal machine - which is suitable for food products such as biscuits, cakes, pizzas and pies - can be put through a complete size change in just 10 minutes.

The simplicity of changeover means that unskilled operators rather than only trained engineers can carry it out, says Campak (Burkitt Road, Earlswood Industrial Estate, Corby, Northants NN17 2DT - tel:

The M92: memory for automatic size change

100mm to 200 x 120 x 300mm respectively. It operates at a top speed of 70 cycles a minute, says the company.

According to Gnudi, which is part of the CAM group, hygienic conditions were also important in the structural design of the machine. There can be no accumulation of crumbs and

machines shown by the group were the blister packing and cartoning

line combining the M92 - now able to handle pp as well as pvc blisters - and the KO continuous motion cartoner. First introduced at inter-pak, the M92 also has a memory for automatic size change. Features include a check against overloading of blisters and pre-perforation.

For further information K5 113 Call for details 0839 772268

## Plastics substitute

Finseda showed its Ecoshine paper/plastic combined material, designed to substitute plastics in drinks cups, along with its expanding range of lidded board packaging.

By using paper as the base material with a removable 12 micron pe film, Italian company Finseda is claiming the advantages of compostability

for Ecoshine and separability for recycling if necessary.

According to the company, laboratory tests show that after two months underground, Ecoshine is completely composted. The material is also said to offer high levels of rigidity and resilience to softening caused by condensation. UK agent Aston & Full is at

## Pearlised films for cold seal

Products shown for the first time on the Manuli Film stand included a pearlised opp and matt opaque film.

The sealable S2P film is a coextruded product already being used in Italy. The film has not yet found applications in the UK, says Manuli, but agent Graphic Image Films

Ltd is excited about the prospect of being able to offer the product.

"A lot of companies over here are using pearlised films for cold seal applications, and Manuli has a large enough capacity to meet demand," says David Moss of Graphic Image (Unit 5, Jackson Industrial

Finseda's board packaging: high stiffness treated board is used for packs, cups and lids

Mill Lane, Monks Risborough, Aylesbury, Bucks HP27 9JL - tel: 0844 344456, fax: 343572

Also on display were the company's range of ice cream and yoghurt containers. Including family-size containers, the packs are made from high stiffness treated board. The same printable material is used for cups and clip-on lids.

Tubs with inner reinforcements suitable for detergents, especially powders, are available from Finseda.

For further information K5 114 Call for details 0839 772268

Estate, Wessex Road, Bourne End, Bucks SL8 5DT - tel: 0628 531717, fax: 525135.

For print lamination there is the MA2 film, a low gauge film still being trialled in Italy and not yet used in the UK. Especially thin films for lamination in snack packs are another area being developed by Manuli.

For further information K5 117 Call for details 0839 772268

## Widget success underlines growth of take-home beer

The recent announcement that the introduction of Guinness's widget has brought sales of draught Guinness up to 250 million cans has served to underline the expansion of the take-home beer market.

Lovers of draught Guinness, now able to pick up a four-pack of the dark 'flar' creamy stout that tastes just as good from a can as it does from the pump, continue to boost beer can sales for home consumption in an ever expanding market.

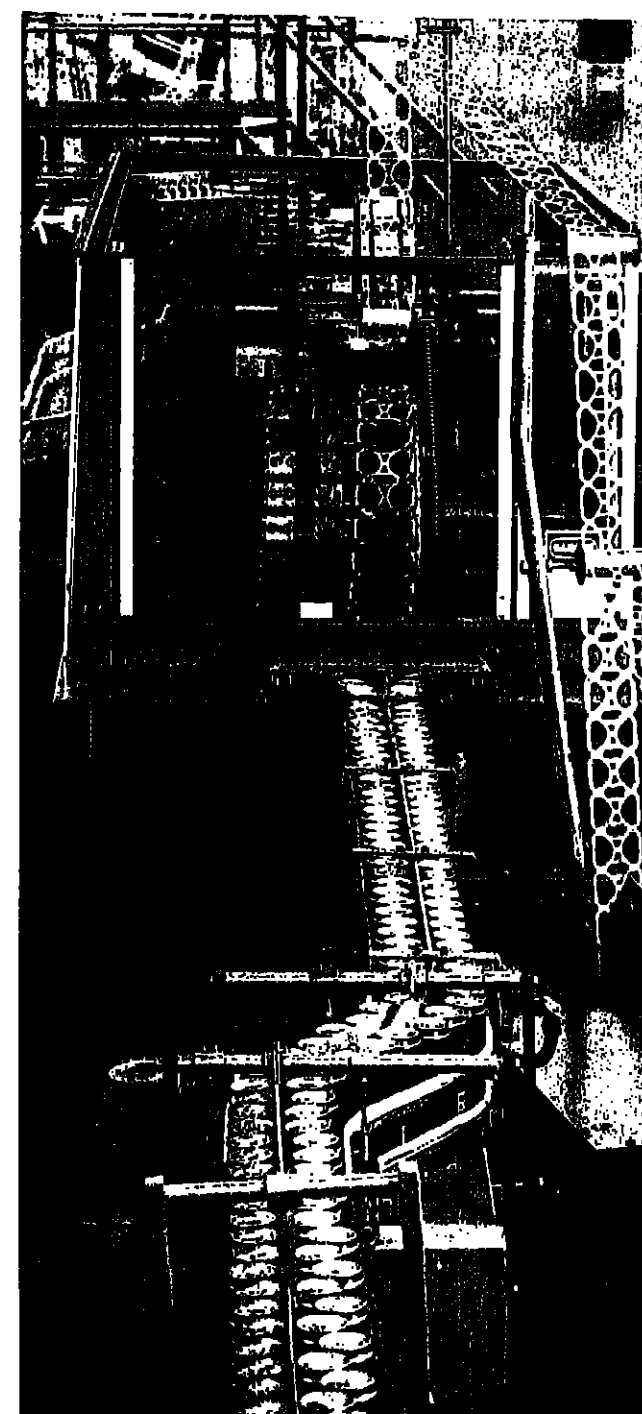
The growth of take-home beer has been linked with the development of the multi-pack which offers a means of buying larger quantities of individual cans while avoiding the risk of wastage involved in larger containers.

In a Gallup survey conducted last year on behalf of the Can Makers, 49 per cent of all adults questioned stated a preference for multi-packs of cans of beer and lager over single cans or glass bottles. Four-packs were shown to be the most popular with price the overriding reason for purchase, followed by convenience.

First introduced in the UK in the 1960s, the multi packaging of beer originally took the form of board packs but in 1973, the plastics Hi-Cone carrier was launched in Britain. By the mid 70's it had become widely adopted and today, it has an 85 per cent share of the take-home market.

Guinness Runcorn is just one of the many brewers to have opted for the plastics ring carrier concept. It has been using the system for over fifteen years and has three Hi-Cone machines producing all its four-packs of draught Guinness and Guinness Bitter for the take-home market, a small proportion being split into two packs for the Swedish market.

"Hi-Cone is simply the most cost effective form of multi packaging available and in the highly competitive market in which we operate, that has to be our main consideration," says Jeremy Browne, process and technical manager



ITW Hi-Cone's Model 273 applicating machine operating at Guinness

for Guinness Runcorn.

The financial benefits of Hi-Cone derive partly from its minimal use of polyethylene and partly from its low warehousing requirements. Also, the same carrier can be used for a number of different brands.

Further cost savings are to be found in the operation of the Hi-Cone machines which, says Mr Browne, are extremely efficient and reliable.

Built around the principles

of continuous motion, the Models 273, 293 and 2293 which are installed at Guinness' Runcorn plant operate at speeds up to 2400 cans a minute. They require little in the way of maintenance and downtime is virtually non-existent, says ITW Hi-Cone (Cookham Road, Bracknell, Berks RG12 1RB - tel: 0344 860166, fax: 861869).

For further information K5 106 Call for details 0839 772268

## A fresh look for Creme Eggs

Cadbury's has relaunched its multi packs of Creme Eggs in egg carton inspired packaging designed and produced by Polbeth Packaging Ltd to meet Easter gift idea needs.

The thermoformed packs feature a blue base and clear lid which lock together with closely fitting tabs. A series of three packs has been produced to hold six, twelve and eighteen Creme Eggs.

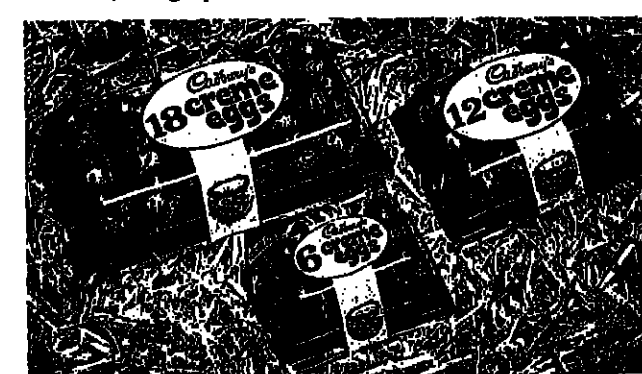
"We decided to relaunch the Creme Egg multipacks because it is important that the packs retain a fresh modern look," says Jo Pinfield, senior product manager for Cad-

bury's Creme Eggs.

A range of thermoformings is designed and manufactured for major food producers by Polbeth (Young Square, Bruce-

field Industrial Park, Livingston, West Lothian - tel: 0506 412247, fax: 417331).

For further information K5 107 Call for details 0839 772268



Egg carton inspired packaging for Cadbury Creme Eggs, by Polbeth



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PACKAGING NEWS/MAY 1994

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**1-5 May**  
**TAPPI Coating Conference and Trade Fair**  
Conferences and fair, the San Diego Marriott, San Diego, California, USA. TAPPI service line - tel: +404 446 1100

**2-6 May**  
**Macropack**  
Exhibition, the Utrecht, Jaarbeurs. The Organisers, PO Box 8500, 3503 RM Utrecht, Holland - tel: +31 30 955911

**2-6 May**  
**Alimaq**  
International trade exhibition for food processing and packaging machinery. Sao Paulo, Brazil. Alcantara Machado Feiras E Promocoes, Rua Brasilia Machado 60, Cep-01230 Sao Paulo, Brazil - tel: 55 11 826 9111

**3-7 May**  
**ProPack (Eurotech)**  
International packaging exhibition. Brussels. Foire Internationale De Bruxelles, Parc Des Expositions, Place De Belgique, Bruxelles B-1020, Belgium - tel: 32 2 477 0477

**10-12 May**  
**Control and Instrumentation exhibition '94**  
Exhibition, the National Exhibition Centre, Birmingham. Stephen Ward, Enterprise Public Relations, 165 Kensington High Street, London W8 6SH - tel: 071-938 2319

**10-13 May**  
**AgroBalt**  
International trade fair for the agricultural, food and packaging industries. Vilnius, Lithuania. IFW Heidelberg, Landfriedstr. 1 A, D-69117 Heidelberg, Germany - tel: 49 6221 16 70 43

**10-13 May**  
**Tecnopack**  
International packaging exhibition. Madrid. Ifema, Parque Ferial Juan Carlos I, Apdo De Correos 67067, Madrid E-28030, Spain - tel: 34 1 722 5000

**11 May**  
**Adhesion and Urethanes**  
Conference organised by the adhesives section of the Institute of Materials, London. Mr S G Abbott, Secretary, IOM Adhesives Group, SATRA Footwear Technology Centre, SATRA House, Rockingham Road, Kettering, Northants NN16 9JH - tel: 0535 410000, fax: 410626

**11-14 May**  
**Auto-ID**  
International automatic identification and barcode technology and equipment exhibition, Hong Kong. Business and Industrial Trade Fairs, 18/F First Pacific Bank Center, 51 Gloucester Road, Wanchai, Hong Kong - tel: 852 865 2633

**16-21 May**  
**Print Expo**  
Trade fair, Beijing or Shanghai. Nowea International, Ms Ute Windhausen, Postfach 10 10 06, 40901 Düsseldorf - tel: +49 211/4560-720

**17-19 May**  
**Northprint '94**  
Graphic arts event, Harrogate Exhibition Centre, Knafron Rowbury, Reed Exhibition Companies - tel: 081-948 9800, fax: 081-948 9877

**18 May**  
**Improving Flow Quality**  
EFTA Seminar, The Manor Hotel, Meriden, Birmingham. Tony Bath, EFTA Secretary, 7 Limerick Road, Rodland, Bristol BS6 7DX - tel/fax: 0272 246985

**18-19 May**  
**Asia-Pacific Coatings Show**  
Exhibition of chemical raw materials used in the manufacture of paints, printing inks and adhesives, the Hong Kong Convention and Exhibition Centre, Hong Kong. Jane Malcolm-Cox, FMJ International Publications Ltd, Queensway House, 2 Queensway, Redhill, RH1 1DS - tel: 0737 788611

**19-21 May**  
**Auto-ID**  
Automatic identification and barcode technology exhibition, Singapore. Business and Industrial Trade Fairs, 18/F First Pacific Bank Center, 51 Gloucester Road, Wanchai, Hong Kong - tel: 852 865 2633

**19-22 May**  
**ProPack/MetalPak**  
(Gannex)/Pharmapack Thailand  
Packaging and food processing exhibition, Bangkok, Thailand. Overseas Exhibition Services, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**20-23 May**  
**Pack-Print Asia/Plastics Asia**  
Packaging and printing machinery and materials and plastics exhibition, Hong Kong. Business and Industrial Trade Fairs, 18/F First Pacific Bank Center, 51

**DIARY**

Gloucester Road, Wanchai, Hong Kong - tel: 852 865 2633

**24-26 May**  
**Plastics high performance packaging**  
Conference, Düsseldorf. Sponsored by the European sections of the Society of Plastics Engineers. Professional Information Media Ltd, c/o Norderland 33, B-2030 Antwerpen - tel: +32 3 541 7755

**25-31 May**  
**PaPro**  
International trade fair for packaging materials production, paper and film technology, Düsseldorf. Nowea International, Postfach 320203, D-4000 Düsseldorf 30, Germany - tel: 49 211 45 6001

**25-28 May**  
**Packaging and Food Indonesia**  
International packaging and food processing and materials exhibition, Jakarta. Andy Montgomery Ltd, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951, fax: 071 486 8773

**26-28 May**  
**Packaging and Food Indonesia, Plastics and Rubber Indonesia**  
Exhibitions, Jakarta, Indonesia. Andy Montgomery Group, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**26-29 May**  
**Sipac**  
International trade fair of plastics, packaging and conditioning, Morocco. Direction Generale De L'Office Des Foires Et Expositions De Casablanca, 11 Rue Jules Mauran, Casablanca, Morocco - tel: 212 222 813

**2 June**  
**Transpack**  
Packaging, transport and recycling exhibition, Hamburg, Germany. Hamburg Messe Und Congress, Jungiusstrasse 13, Messehaus, Postfach 302480, W-2000 Hamburg 36, Germany - tel: 49 40 35690

**8-10 June**  
**Inpack**  
Packaging exhibition, Gorjia Radgona, Slovenia. Pomurski Sejem, YU-60250, Gorjia Radgona, Slovenia - tel: 38 69 61000

**9-10 June**  
**Upakovka**  
Packaging trade fair, Perm, Russian Federation. Roger Pilkington Associates, Europe House, World Trade Centre, London E1 9AA - tel: 071-486 3344

**8-12 June**  
**Printing & Packaging '94 (ITM '94)**  
International printing and packaging equipment and materials exhibition, Kuala Lumpur, Malaysia. Andy Montgomery Ltd, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951, fax: 071 486 8773

**18-19 June**  
**Interpharm**  
Pharmaceutical trade fair, Leipzig, Germany. Intech Overseas Fairs Ltd, P O Box 142, Rochester, Kent ME3 7NR - tel: 0474 824082

**21-23 June**  
**ICAP Expo '94**  
Exhibition and conference on automatic identification and data capture, NEC, Birmingham. Advantstar Exhibitions - tel: 0244 378888, fax: 370011

**20-25 June**  
**Corrugated '94**  
Exhibition, Villepinte, Paris. Katrina Rowbury, Reed Exhibition Companies - tel: 081-948 9800, fax: 081-948 9877

**21-23 June**  
**Intrade '94**  
Trade show, Wembley Conference Centre. Setform Exhibitions and Conferences Ltd, Europa House, 13-17 Ironmonger Row, London EC1V 3QN - tel: 071-253 2545

**27-1 July**  
**Europepack/Interplastia**  
Packaging machines and equipment, materials and printing exhibition, Warsaw, Poland. Nowea International, Postfach 320203, D-4000 Düsseldorf 30, Germany - tel: 49 211 456 002

**8-10 July**  
**ITM '94**  
International trade fair, incorporating Printing & Packaging '94, Kuala Lumpur, Malaysia. BCI Overseas Fairs Division, George House, George Road, Birmingham B15 1PG - tel: 021-455 9800

**7-10 July**  
**Mould and Die**  
International exhibition, Hong Kong. Business and Industrial Trade Fairs, 18/F First Pacific Bank Center, 51 Gloucester Road, Wanchai, Hong Kong - tel: 852 865 2633

**20-23 July**  
**ICT**  
International collection exhibition for finished products, processing and packaging machinery, Tokyo, Japan. Overseas Exhibition Services, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**9-12 August**  
**Packaging and food processing**  
Exhibition, Jakarta, Indonesia. Top Repala Co, 2102 Fu Far Commercial Centre, 27 Hillier Street, Hong Kong - tel: 852 851 8603

**18-21 August**  
**Foodmac**  
International packaging and food processing exhibition, Kuala Lumpur, Malaysia. ADG Exhibitions, 1 Woodside Road, Amsterdam, Bucks HP6 6AA - tel: 0494 729406

**30-3 August/September**  
**BUGRA**  
Trade fair for the printing industry, Leipzig, Germany. Intech Overseas Fairs Ltd, P O Box 142, Rochester, Kent ME3 7NR - tel: 0474 824082

**31-3 August/September**  
**AsiaFood**  
International exhibition of food processing, packaging and handling machinery, equipment and technology. Manila, Philippines. Trade Information Marketing and Exhibitions, S-324 Secretariat Building, PICC, CCP Complex, Roxas Boulevard, Pasay City, Manila, Philippines - tel: 632 832 0309

**5-9 September**

**Packukraina '94**  
International trade exhibition, Kiev. Messe- und Ausstellungsgesellschaft Ost-Handel Consulting mbH, GSI Hamburg, Ullmeistrasse 10, D-22699 Hamburg - tel: 040-48 75 90-91, fax: 040 48 75 99

**7-10 September**  
**Paperbox World**  
Folding carton and rigid box exhibition, New Orleans. National Blenheim Expositions, Fort Lee Executive Park, One Executive Drive, Fort Lee, New Jersey 07024, USA - tel: 1 800 829 3976

**13-15 September**  
**Labelexpo USA '94**  
Exhibition, Chicago. LabelEx Exhibitions Ltd, 131 Southlands Road, Bromley, Kent BR2 9QT - tel: 081-313 3535

#### FUTURE EVENTS

**20-23 September 1994**  
**Convertext 1994**  
Tel: 081-948 9800, fax: 081-948 9877

**27-29 September 1994**  
**PPMA Show**  
Tel: 081-681 8226

**14-19 November 1994**  
**Emballage**  
Tel: 071-221 3660

**3-7 April 1995**  
**Pakex**  
Tel: 081-948 9800

**14-16 November 1995**  
**PPMA Show**  
Tel: 081-681 8226, fax: 081-681 1941

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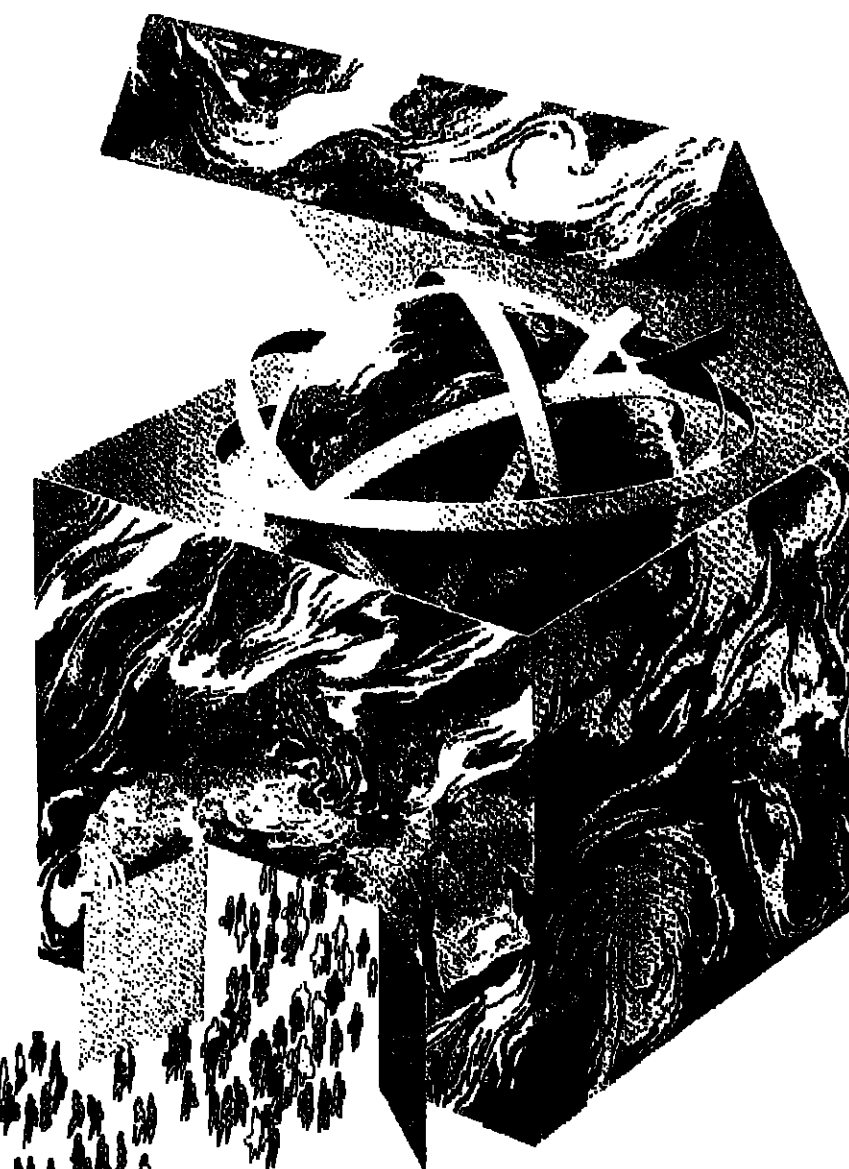
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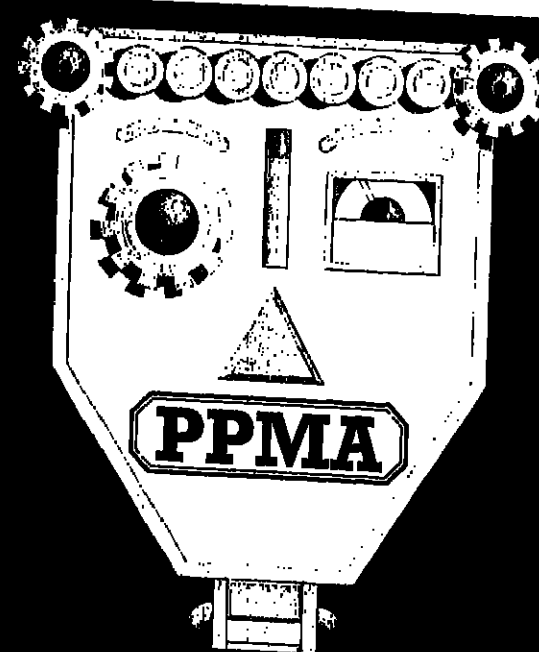


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PACKAGING NEWS/MAY 1994



**The show that's on everyone's lips**

The Premier Machinery Show for Processing and Packaging at the NEC in 1994

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PACKAGING NEWS/MAY 1994



## Spray label elegance

A Dry-Peel coupon label used for L'Oréal's Elnett Satin hair spray aerosol is said by L'Oréal to fit in with the stylish elegance of the Elnett brand graphics and provide a much larger area on which to express its promotional message.

The coupon version of Dry-Peel has been produced on self adhesive metallised polyester by Harlands (Land of Green Ginger House, Anlaby, Hull HU10 6RN - tel: 0482 561166, fax: 564249).

The entire label can be removed to become a durable, dry coupon for redemption for goods and services stated on the label, says the company.

For further information K5 168 Call for details 0839 772268

## Luxury bath oils redesign



Montagne Jeunesse bath oils redesign: a prestige pack, featuring a corkmouth finish, classic shape and very high quality engraving

Technical design expertise from Lax & Shaw is said to have been instrumental in positioning the Montagne Jeunesse range of bath oils in the highly competi-

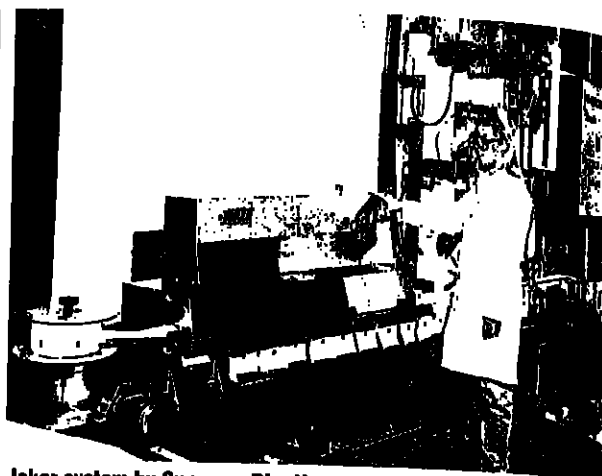
tive global toiletries market.

Although Montagne Jeunesse had a clear focus of the 300ml packaging concept it was seeking, it required objective advice on the most effective design achievable within the technical limitations of its initial ideas.

### Many variations

"What emerged is clearly a prestige pack, with its corkmouth finish, classic shape and very high quality engraving for each of the many variations of this luxury toiletry product," says Martin Jones, chief designer at Lax & Shaw (South Accommodation Road, Leeds LS10 1NQ - tel: 0532 451568, fax: 449349).

For further information K5 167 Call for details 0839 772268



Joker system by Supreme Plastics packing photographic powders

## Low cost fill/seal for powders and solids

Powders used in a photographic print developing kit by Ilford Ltd are now packed automatically into bags on a Joker system from Supreme Plastics Ltd.

The system supplies bags in a linked format to an automatic dosing head which dips into each bag, releasing powder which has been volumetrically weighed, and keeping airborne dust to a minimum. An adjustable conveyor feature at the heat sealing head supports the weight of two sizes of bags filled, preventing the bags dropping out of the sealing heads.

The system gives automatic sealing and delivery to a checkweigher and packing line where bags are packed with

other components of the print developing kit.

"Joker offers an easy to use, low cost alternative to complex form fill seal or wicked bag for almost any granulated, powder or solid product," says Bill Aldridge, sales manager at Supreme (Supreme House, 300 Regents Park Road, London N3 2TL - tel: 081-349 3434, fax: 081-346 1624).

Joker bags, supplied in a continuous 'Z' folded chain, incorporate two channels which are presented to two rods on the machine. Product can be filled vertically or horizontally with bags on a conveyor or freehanging.

For further information K5 169 Call for details 0839 772268

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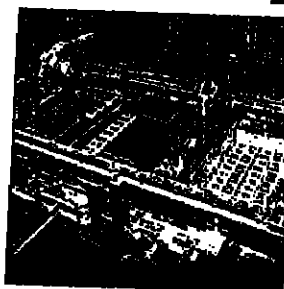
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Call on 0839 772268 or circle number K5-477

A member of the HATLAPA Group

## HSE drafts rules on dangerous chemicals

New draft regulations published in a consultative document by the Health and Safety Commission (HSE) concern the provision of information about dangerous chemicals.

*"Deals only with supply requirements"*

Known as CHIP 2 for short, they will replace CHIP 1 - the Chemicals (Hazard Information and Packaging) Regulations 1993 - which came into effect last year. In practice, it will only deal with supply requirements rather than carriage requirements as these have been transferred into

other regulations.

This means that there will be no major changes to the system of classifying, labelling and packaging chemicals established by CHIP 1, but it will implement the requirements of European Directives for packages of certain chemicals sold to the public.

These will have to be fitted with child resistant fastenings and tactile danger warnings for the blind or partially sighted.

A three-page summary of the 650 page consultative document has been prepared by HSE and is available from HSE Books (PO Box 1999, Sudbury, Suffolk CO10 6FS - tel: 0787 881165, fax: 313995).

For further information K5 104 Call for details 0839 772268



The 100ml clear pet pump spray used for Invigor 8 facial spray

## Spray of clear water

Kerrywild of Ireland is using a 100ml clear pet pump spray from LMG Fibrenyle for its Invigor 8 facial spray which contains pure spring water from Dingle, County Kerry.

The pet pump spray incorporates an air filtration 'Eco atomiser' developed by Kerrywild, which allows sterile products to stay sterile over the life

of the spray without the use of gas or chemical preservatives. Invigor 8 is the first product to be launched using this system.

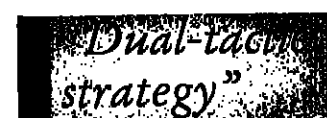
LMG Fibrenyle is based at Skylon House, Ellough Industrial Estate, Beccles, Suffolk NR34 7TB - tel: 0502 713700, fax: 717906.

For further information K5 105 Call for details 0839 772268

## Emballage fills up fast

Over half of the stand space is already booked for Emballage 94 which takes place at the Paris-Nord Exhibition Centre on 14-19 November.

According to the organisers, over 2500 exhibitors in more than 85,000sq m of stand space will be at the show with around half being from outside France. More than 120,000 visitors are expected over the six-day event.



Findings of exhibitor and visitor surveys have led the organisers to introduce what is called a 'dual-tactic strategy' in terms of layout: market based for packaging and functional for machinery. For example, two of the leading sectors at the

31st Emballage show will be bottling and point of sale.

At the exhibition will be Pari Emballage - the packaging challenge, which will present a range of projects devoted to the packaging of the future. Currently, 22 institutes, colleges and universities in ten countries are working on these projects.

Participating students are interpreting fourteen working topics and in all, 211 projects will be examined, from which 45 finalists will be selected. From these, ten overall winners will be found.

For further information on the show, contact Promosalone (UK) Ltd (The Colonnades, 82 Bishops Bridge Road, London W2 6BB - tel: 071-221 3660, fax: 071-792 3525).

For further information K5 106 Call for details 0839 772268

## Sunny line for Bulgaria

Slanchevi Lachi, one of Bulgaria's largest producers of sunflower oil, has ordered a processing and packaging line from Tetra Laval Food to replace the previously used glass and plastics bottles which were proving costly and inefficient.

The order is being hailed by Thomas R Kormendi, vice president of packaging for Tetra Laval Fats & Oils as a "prime example of how the former Alfa Laval's processing know how can be linked suc-

cessfully with Tetra Pak's packaging experience."

A continuous separator-based degumming plant has been supplied to improve the quality of the oil feed to the existing refining line and the packaging component includes a Tetra Brik aseptic filling machine, including a Tetra tray packer and shrink unit.

At full capacity, the plant will be able to produce around 3600 1 litre Tetra Brik an hour, says the company.

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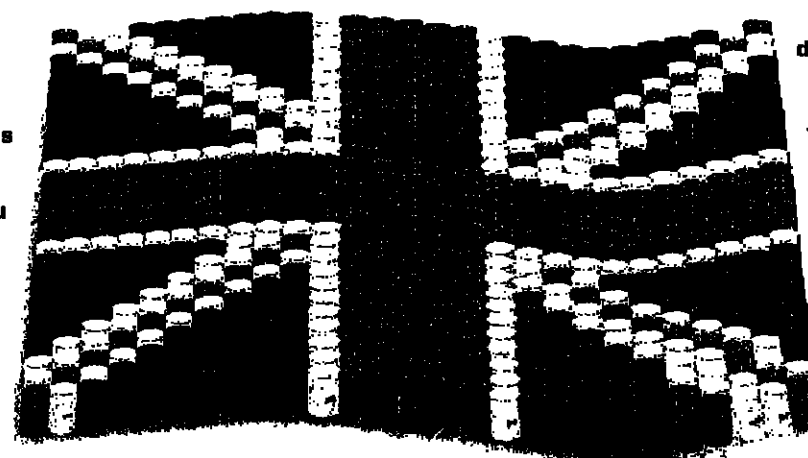
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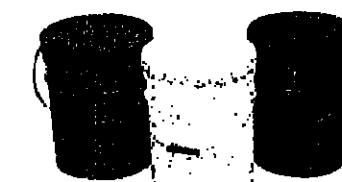
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\*UN Pall certified up to UN Group II (Liquids) 1.2 S.G. No. 1A2/170/58/2303.



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26

NEWS

## Consistent print quality on own-brand biscuits

One of packaging origination company Aaron Associates' latest projects was to ensure consistent print quality across 84 different own-brand biscuit lines, relaunching by Gateway Foodmarkets under the brand-ed Somerfield range.

The illustration chosen by the retailer to provide a unifying image for each sub-range had to be recreated by each of the printers used by the biscuit suppliers, which offered huge potential for variations in colour, quality of print and overall shelf impact.

Aaron was given the task of providing a central reference point for the whole undertaking and, by using its reproduction facilities and print process knowledge, to ensure design integrity and consistency throughout the range.

Aaron obtained a technical print specification from each of the printers involved and then produced high quality colour separations to this tight brief ensuring variations were kept to a minimum. Any that did arise were then ironed out by the company's monitoring.

The result is a biscuit range incorporating over 80 varieties with a cohesive quality image. Paul Day, the retailer's design development controller has no doubts about the success of the project. "My prime objective, as with all our product ranges,



With 84 own-brand biscuit lines on its shelves, Gateway's relaunch of Somerfield posed a challenge

is to achieve print quality and consistency," he says. "For this range, the product photography was shot with a great deal of warmth to it and without

central origination would definitely have suffered 'correction' to more conventional tones." Tailored origination packages are offered by Aaron

(Westward House, Monks Avenue, Slough, Berks - UK) 0753 551500, fax: 553532. For further information K5-116

## Clear pvc standard trays

A range of standard trays measuring 130 x 180mm is available in varying depths and materials from Kelco Packaging Ltd.

Aimed at the small packer or companies wishing to conduct trials or one-off promotions, the trays are said to be suitable for a variety of foodstuffs such as meat, fish, fruit and vegetables.

Trays can be supplied in clear pvc, off the shelf in small

quantities for these test market purposes. The minimum order is 2000 pieces, says the company (based at Unit 8, Semington Turnpike, Semington, Nr Trowbridge, Wilts BA14 6LH - tel/fax: 0380 871500).

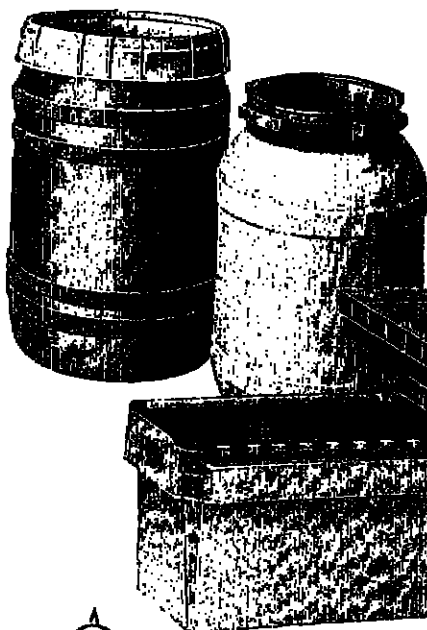
As well as this latest standard range of trays, the company says that it can also provide a bespoke service for the food and allied industries.

For further information K5-116 Call for details 0839 772268



Standard trays in clear pvc are supplied by Kelco Packaging Ltd

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CurTec U.K. Ltd., Coomb House, St. Johns Road, Isleworth, Middlesex TW7 6NH. Tel.: 081 568 4445, Fax: 081 568 4446

Call on 0839 772268 or circle number K5-437

NEWS

## Original Easter carton ideas by young designers

Two winners were chosen from 21 finalists in the David S Smith Packaging Easter Chocolate Box Competition last month, winning £1000 worth of computer equipment for their schools.

Katarzyna Niciecka from Launceston College, Cornwall won first prize in the senior competition - 13-14 year olds - while Kirk Tweedie of Georgetown Primary School in Dumfries won the 7-8 year old, junior category.

Over 500 individual and team entries were received from 15 schools, all based around David S Smith manufacturing sites throughout the country. These were then judged by David S Smith personnel to get to the 21 finalists stage.

Judging the finalists were packaging consultant Bob Priddy, Editor of Packaging News, Gail Lea, Nigel Hayter, Director of Human Resources at David S Smith, and Hilary



(l to r) Gail Lea, Editor of Packaging News, Nigel Hayter and Hilary Carter of David S Smith Packaging and consultant Bob Priddy

Carter, the group's Human Resources Assistant.

Senior students had been set the task of designing and making a carton suitable for sale at Easter, to contain four chocolate bars similar in size to a



## Milk carton fills gap between two sizes

Express Dairy has launched a 750ml carton for its milk range - a size exclusive to them - into the London area, following consumer research showed demand for a quantity which falls roughly between one and two pints.

Both full fat milk and semi-skimmed will be available in the 750ml size in gable cartons from Elopak (Rutherford Close, Meadow, Stevenage, Herts SG1 2PR - tel: 0438 746746, fax: 741324). They will be delivered to shops in tens in specially designed trays which allow for easy stacking while also preventing 'leakers'.

For further information K5-119 Call for details 0839 772268

## Environment exhibition opens windows of hope for a sustainable future

Last month's Environmental Technology 94 exhibition attracted nearly 9000 visitors over the three-day period, including Labour's Shadow Secretary of State for Environmental Protection, Chris Smith and environmentalist, David Bellamy.

"Problems obsolete"

"The ET 94 exhibition opens windows of hope for a sustainable future," commented Mr Bellamy. "It makes environ-

mental problems obsolete as it turns them into potential for new business and clean green profit."

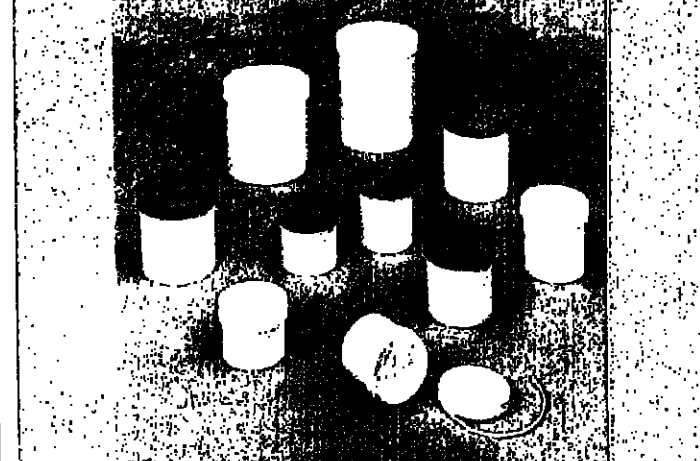
"Investing in Britain"

According to Chris Smith MP, "the government ought to be investing in Britain's future wealth by supporting the newly emerging environmental industries."

Further information is available from organiser, Reed Exhibition Companies (tel: 081-948 9800).

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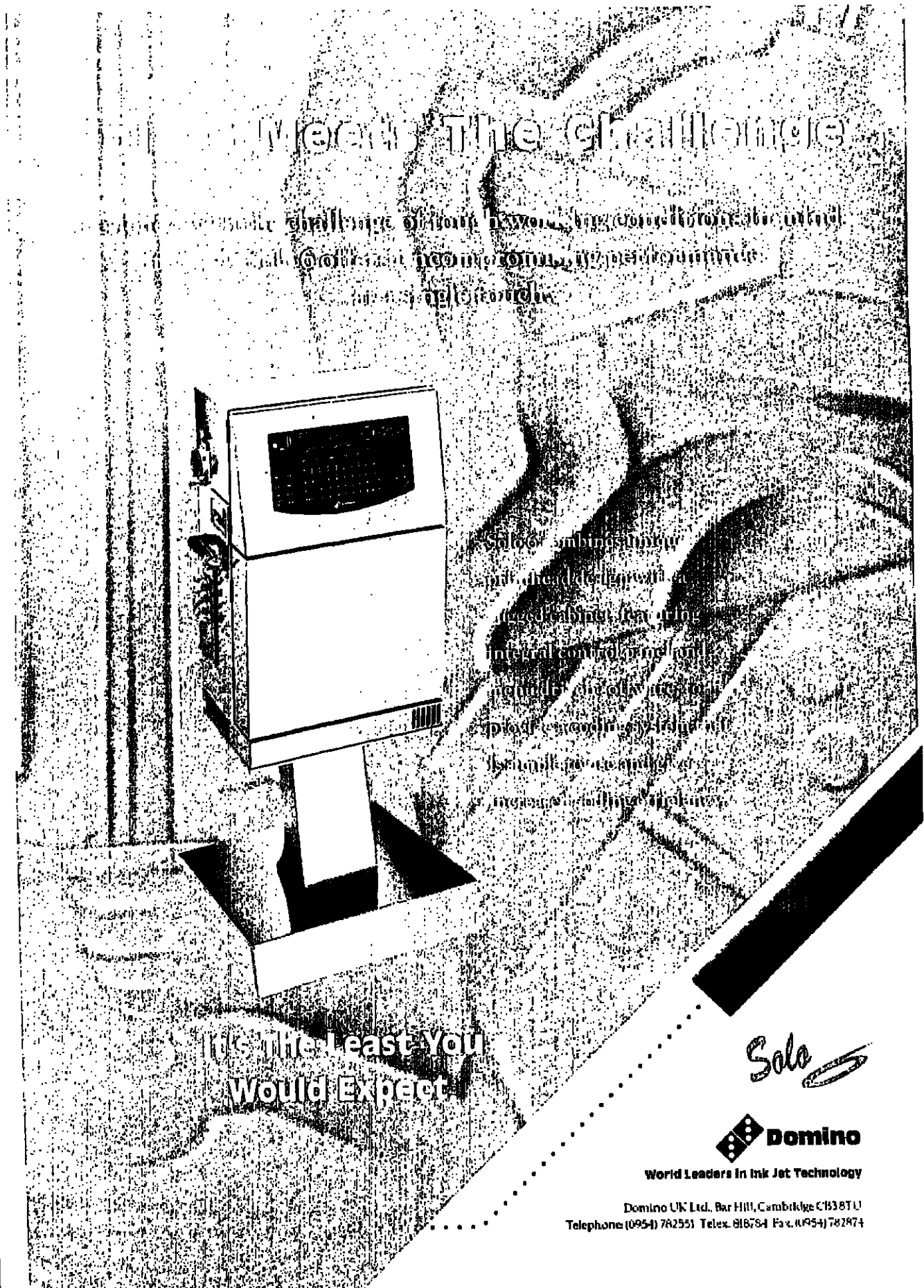


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With a near 50 per cent growth in visitor attendance on the last show two years ago, Foodex Meatex '94 goes down as a welcome success in the UK exhibition calendar.

## Quality kept as numbers swell

The show at the end of March attracted 19,890 visitors, say the organisers, including 1,265 journeying to the UK from 64 countries. There was said to have been no loss in quality, with representatives of the leading processing companies calling in at the show.

For more information

about the 1996 exhibition, which will like this year's event be held at Birmingham's NEC and will run from 24 to 27 March, contact Foodex Meatex Ltd (PO Box 106, Coventry, CV7 9EA - tel: 0203 644200, fax: 644911).

For further information **K5** Call for details 0839 772268

## Fold wrapper ensures hygienic and easy collation of sausages

A fold wrapper for collations of sausages was shown by Burnley Packaging Machinery with final pack presentation, hygiene and ease of use as key improvements over existing systems.

On the model 85, film is drawn around the product and heat sealed with a moving forming box helping smooth and exact placing of the printed surface. This is especially important where barcodes are involved, says Burnley.

As a contribution to product quality after packing, a refrigeration unit follows on from the heat seal section to ensure that there is no heat retention in the product. Coding can also be included.

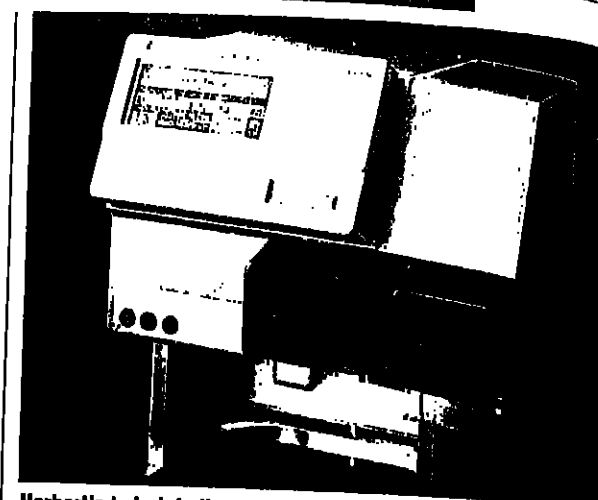
Low cost is a further

advantage, with prices at around a half those of competitor machines, according to the company (Farrington Place, Rosendale Road Industrial Estate, Burnley, Lancs BB11 5TY - tel: 0282 831733, fax: 423403).

Wrapping materials can be between 205 and 305mm for product dimensions from 92 x 70 x 19mm to 127 x 127 x 57mm. Up to 55 packs a minute can be completed.

A three dimension change including wrapping material is possible in less than 30 minutes, says machine designer Roger Butterworth. Reel changes are easy, he says, with the quick release core shaft.

For further information **K5** Call for details 0839 772268



Herbert's twin labeller overprints on tagged and non-tagged labels

## Source tagging

A source tagging system from Esselte Metro was shown running for the first time on a label overprinting and dispensing unit from Herbert & Sons.

The tags from product security specialist Esselte Metro work on an electromagnetic system and are incorporated - invisibly, when used in the field - into a self adhesive label. According to the company, inclusion of the sensor adds 2.5p onto the cost of each label. When used in-store with EAS (electronic article surveillance) detection, the tags have a guaranteed 70 per cent detection rate.

### "High value produce"

Herbert's DPS2602 twin labeller will overprint weight/price and other information onto tagged and non-tagged labels in programmable ratios. For high value produce, the machine can be programmed to print every third or alternate sets of pack data on a tagged label. If the pack price is very high, tags can be used throughout.

"The system is not there simply to detect, but also to deter," explains Esselte mar-

keting manager Peter Alder. Potential shoplifters must be made aware that the system is in place and realise the risk. False alarms are minimised by the characteristic "fingerprints" of the tag. This uses an amorphous alloy, given a unique signature by its 17 different metals, says Mr Alder.

Unlike some other systems, this tag is mass-splittable, and so suitable for use with high-volume products, says Esselte (354 Buckingham Ave, Slough, Berks SL1 4ND - tel: 0753 810535, fax: 810828).

Among other equipment shown for the first time on the Herbert stand, was the CV2600E converger. The automatically orders theme-former output into single file. The BMS2600 will check every barcode for legibility and reject those which do not scan, says Herbert (Rockwood Way, Haverhill, Suffolk CB9 8PD - tel: 0440 703551, fax: 62048).

The Herbert Outer Case Marker was given its first showing by the company.

For further information **K5** Call for details 0839 772268

HERBERT: For further information **K5** Call for details 0839 772268

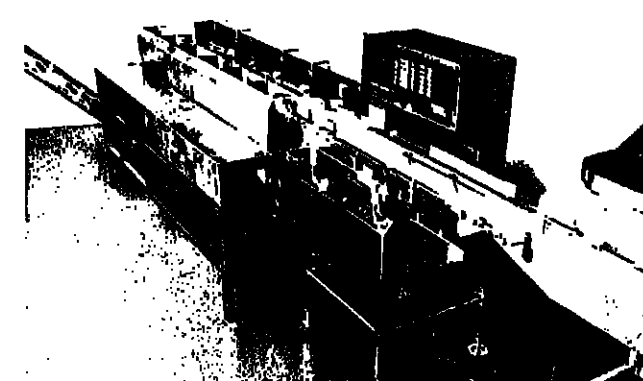
## Intelligent grading system

An intelligent weigh grading system from Sortaweigh had its first public demonstration at the exhibition, while on the same stand Delford showed equipment including a stretchwrapper.

Developed to meet the demands of packers requiring batches of fixed weight packs, the 480 Optimiser is a grading system for products such as fish or meat. Fresh or frozen food can be handled.

The system will automatically adjust batch weights to a minimum above the set target and provide accurate production data. The outfeed conveyor or for transferring product to a bag or tray is 50 per cent the length of comparable units, says the company.

Now completely manufactured in the UK, Delford's



The 480 Optimiser weigh grading system from Sortaweigh

SP6000 stretchwrapper has been redesigned, with customised manual infeeds or an automatic infeed available for products arriving at random.

Twin head weigh price labelling was demonstrated with the 7060 machine from Delford. Changover is automatic, with the possibility of

simultaneous random and fixed weight labelling with different products or labels.

Delford and Sortaweigh are divisions of Portals Engineering (Main Road, Harwich, CO12 4LP - tel: 0255 241000, fax: 241155).

For further information **K5** Call for details 0839 772268

## Vacuum seal test at speed

A high speed version of the Ishida-Nonpareil VAC100 vacuum pack seal tester, with almost twice the throughput speed of the standard version, was launched at the show.

Up to 120 packs a minute can be checked on the system, which uses a rubber wheel with encoder attached. The amount of rotation permitted on each pack is recorded as a high or low count and passed or rejected accordingly.

Unlike the standard model, which stops each pack for testing, this system keeps the line moving throughout. Accuracy is comparable, says the company (Crystal Drive, Smethwick, Walsley, W Midlands B66 1RJ - tel: 021-541 1441, fax: 021-544 4659).

For further information **K5** Call for details 0839 772268

## Weigh price labeller accepts all formats

Espera Scales exhibited its ES 600 automatic weigh price labeller with variable height sensing and the 300P manual weighing, labelling and wrapping station.

The 600 is said to accommodate any label format, can rotate labels before application and can be fitted with a second printer and applicator group.

Product codes governs conveyor speed, the conveyor stopping method (whether soft of normal stop) and whether label rotation is required. Product height sensing is combined with automatic selection of soft- or normal-touch application depending on the product.

Espera's ES300P, the latest addition to the 300 range, combines wrapping table, film

holders and scale to give the small food packer a particularly compact and cost-effective system.

As on the standard 300 manual weigh price labeller, multiple printers with different customers' labels can run in parallel. Fixed weight, fixed price labels for one retailer can be combined with variable information labels for others, says Martin Stanton, sales manager.

Identifying logos and special fonts such as Japanese or Arabic can be scanned in easily, a very important facility for end-users, says Espera (The Pines Trading Estate, Broad Street, Guildford GU3 3BH - tel: 0483 579766, fax: 572365).

For further information **K5** Call for details 0839 772268

## ReproGraph '94

Reprograph '94 is a specialist one-day conference to examine the new technologies in colour pre-press for the printing industry.

Wednesday 25th May 1994  
The Edinburgh Suite  
New Connaught Rooms  
Great Queen Street  
London WC2B 5DA

### PROGRAMME

- 9.30 - 10.00 Registration and Coffee
- 10.00 - 10.15 Opening of Conference by Chairman Roy Tapp, Creative Services Director, Ogilvy and Mather Direct Ltd
- 10.15 - 10.45 The grey area between colour pre-press and desktop publishing Tony Johnson, Croftfield Electronics Ltd
- 10.45 - 11.10 Flatbed colour scanning and colour measurement Patrick Patel, Agfa-Gevaert Ltd
- 11.10 - 11.30 Morning Coffee
- 11.30 - 12.00 Drum scanners for the desktop environment Nic Ingram, Dalnippol Screens (UK) Ltd
- 12.00 - 12.30 Black boxes are dead - long live open systems! Geoff Todd, Silicon Graphics Ltd
- 12.30 - 13.00 High frequency screening for PostScript Peter Ashman, Service Offset Supplies Ltd
- 13.00 - 14.00 Lunch
- 14.00 - 14.30 The PostScript environment - What it can do for you Ian Mitchell, Adobe Systems UK Ltd
- 14.30 - 15.00 Colour retouching and high-quality output Mike Whitbrock, Linotype-Hell Ltd
- 15.00 - 15.30 Afternoon Tea
- 15.30 - 16.00 RGB v CMYK - Is compatibility possible? John Smith, Barco Ltd
- 16.00 - 16.30 Proofing - Why do we need it? Brent Martin, Du Pont (UK) Ltd
- 16.30 - 17.00 Open Forum and summing up of presentations End of conference

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## PACKAGING NEWS

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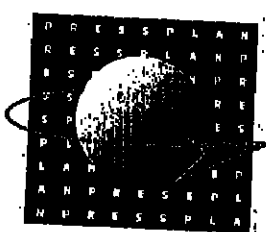
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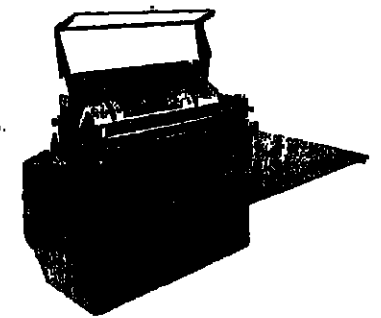
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James (Sandy) Robertson

James Robertson is now chief executive for the Smurfit division comprising UK Corrugated Ltd and the Cundell Group. Operating out of divisional headquarters at Hatfield, Herts, he will be responsible for the 23 operating units contributing to the Smurfit Group's total corrugated production in the UK.

David Debell has been appointed managing director of Mecol Twema, the UK subsidiary of Mecol Pak AB of Sweden. Mecol Twema is an established supplier of wrap-around case packers and shrinkwrap machinery.

Gary Lasham has joined the Low & Bonar Carton division as general manager of Bonar Cereal Packaging, where he will report directly to md Peter Robson. Previously he was general manager of DRG Plastics Corby, a Bowater company.

Jeffrey Smith has taken up the post of director, European sales and marketing development for the US-owned Consolidated Thermoplastics division of the Rexene Corporation. The division is now building a UK production facility in Scunthorpe.

Dieter Kondek has been appointed worldwide head of

sales and marketing for Linotype-Hell ag, joining the board as an executive member. Mr Kondek's previous experience was with the computer hardware and software industry in Germany.



John Griffin

John Griffin, md of United Glass, is to retire at the end of June after 28 years with the

company. Owens Illinois Inc, United Glass's parent company, has announced that Robert Coakley will replace him. Mr Coakley ran Owens-Brockway Glass Containers from 1990 to 1993.

Liz Allen is now director of Waste Watch, the national agency for waste reduction and recycling. For the past five years she has been London regional director of the Tidy Britain Group, and replaces Jo Gordon in her present post.

Alex Brodrip has moved to the position of marketing manager at Robinson Carton Packaging. Working with commercial director Andrew Clarke, Mr Brodrip will be responsible for developing new business for the company in the food and confectionery markets.

Jacqui Kealey has been appointed business development manager at Propack Automation Machinery. The

company represents Skinetta Pac Kiener stretchbanders, Ronchi bottle filling equipment and Racupack wrap-around cartons.



Hazel Matthews

Hazel Matthews has been promoted to marketing manager at Lax & Shaw. Previously area sales manager, she has been with the company since 1986. She has worked with a number of Lax & Shaw's blue chip accounts and helped further its export performance.

customer care team and its range of barcode label printers and verifiers.

Joe Bisland and Richard Val have been appointed directors of Abbot's Packaging, each with responsibility for an area of the UK.

Emma Rushforth, a graduate mechanical and electrical engineer, has been taken on by GBE Lerner-Burgess as a designer. An expert in mechanical electronics, she brings to the company expertise in high speed machinery design.

John Knight has retired as director of Heidelberg's southern division, and will be replaced by David Button, previously northern division director. Mr Button will be supported by Derek Gillard, now promoted to divisional manager.



Simon Neale

Simon Neale has joined London bureau Design in Action as associate creative director (packaging). Prior to this appointment, he was with Fitch and Coley Porter Bell. He will focus particularly on pan-European opportunities.

Peter Carr has been appointed UK and European agent for specialist manufacturer Aquafil. He has spent 18 years marketing water-soluble films and will be responsible for encouraging growth and exploring new markets.



Paul Roddis

Paul Roddis has been promoted to print services manager at Bar Code Systems after more than six years with the company. Responsibilities will include management of the

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PACKAGING NEWS/MAY 1994

## Weigh-fill for corrosive liquids

Cussons (UK) Ltd has installed a rotary Weighmaster system from Serac at its Kersal Vale plant in Manchester which has allowed the company to fill its Lime lite house-hold limescale remover in-house for the first time.

According to Eric Vose, Cussons' chief engineer, the system is especially suitable for filling corrosive liquids as any machine part coming into contact with a product or its vapour is made of highly-resistant plastic or titanium.

The weigh-filler, with its 12 liquid filling nozzles and six capping heads, is the second Serac system to be ordered by Cussons through UK agents Engelmann and Buckham Machinery (Buckham House, Lenton Street, Alton, Hants



GU34 1HH - tel: 0420 82421, fax: 891933.

The earlier machine was a rotary volumetric unit which is currently filling shower gel and

other bathroom products at Kersal Vale.

The Weighmaster system uses 'strain gauge' technology which is said to eliminate overfill.

The Lime lite range by Cussons (UK) is using Serac technology

For further information K5 120 Call for details 0839 772268



The Delford SP6000 stretchwrapper: now manufactured in the UK

## Stretchwrapper redesign

The SP6000 stretchwrapper from Delford, which has until this year been imported from Japan, has been redesigned and is now being manufactured in the UK.

### Stainless steel

It has been redesigned to ensure it meets the latest European standards of safety and hygiene and is now predominantly constructed in stainless steel, says the company (Main Road, Harwich CO12 4LP -

tel: 0255 241000, fax: 241155).

Microprocessor control gives up to 50 programmable memories for quick tray changeovers via servo driven motors, and it can handle pvc and non-pvc film. A full range of infeeds are available including a fully automatic unit.

The wrapper can accommodate soft wall punnets without product damage and trays up to J4 size, says the company.

For further information K5 121 Call for details 0839 772268

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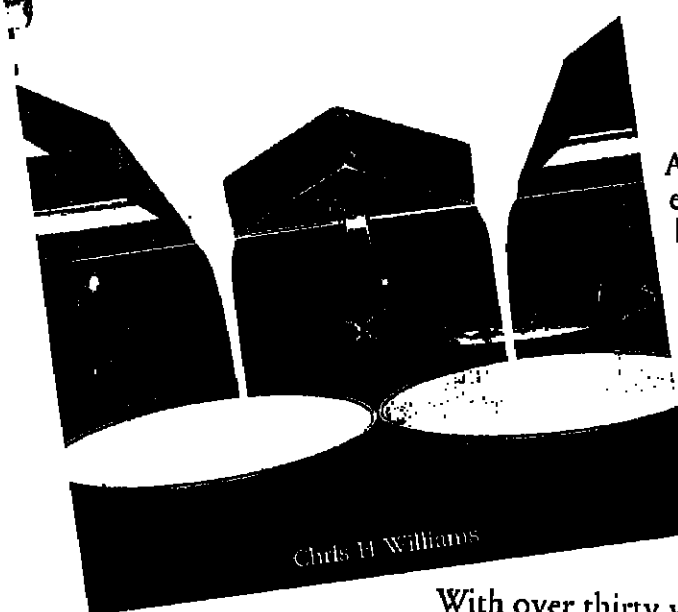
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## The Printer's Ink Handbook



## The Printer's Ink Handbook

At last — a book on printing inks that can be easily understood by printer and print buyer alike.

"In my years in the trade, I have never before seen a book that even attempted to explain the inks to the printer in his own terms, let alone succeeded." That is the view of Dr John Arnold, Director of Corporate and Policy Affairs of the BPIF of the new book by ink consultant Chris H Williams FIOP, LRSC, MInstPack.

With over thirty years experience in printing inks and twenty years lecturing on inks, Chris H Williams brings a unique blend of knowledge and presentational skills to the task. The result is a book that is equally valuable to experienced printers, print students and print buyers.

The 244 page book is well illustrated with 70 photos and diagrams, and case bound to ensure durability with repeated use. It is published by Maclean Hunter Ltd, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts. EN4 0BU at £24.50.

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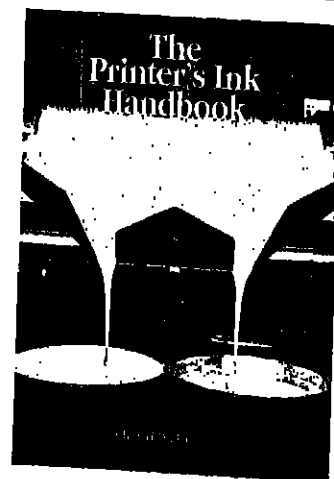
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# STRIPEY TOOTHPASTE FOR FIRST TIME!

## 1960

## 1961

As PN entered the so-called 'swinging sixties', packaging developments were becoming more closely aligned with brand development. Notable firsts included the launch of Fairy Liquid and red-striped Signal toothpaste. Gail Lea reports.

D & W Gibbs Ltd launched its patented, red-striped Signal toothpaste in January 1960 following the products' success in the US. In what PN described as an interesting technical application, the striped effect was achieved by an injection moulded, polyethylene insert fitting tightly within the metal shoulder and nozzle.

This insert had five channels, each of which was filled separately with the red antiseptic mouthwash and toothpaste formulation of which the stripes were comprised. The



FAIRY LIQUID WAS LAUNCHED IN 1960: THE PRODUCT IS SHOWN HERE WITH A SAMPLE PACK

white toothpaste was filled on standard equipment in the ordinary way.

All of this was achieved on what appeared to be an ordinary collapsible metal tube which sported a standard precision moulded, 'flower-pot' style cap.

In 1960 too came the launch of Fairy Liquid, shown in the photograph with a sample pack, and in April of the same year, PN reported on the extra-strong handle used for a carry-home carton for six bottles of Coca-Cola.

The handle, often the weakest point on bottle carriers, is supported by several plies of board to ensure that it can take the consider-

PATENTED, RED-STRIPED SIGNAL TOOTHPASTE WAS LAUNCHED IN JANUARY 1960

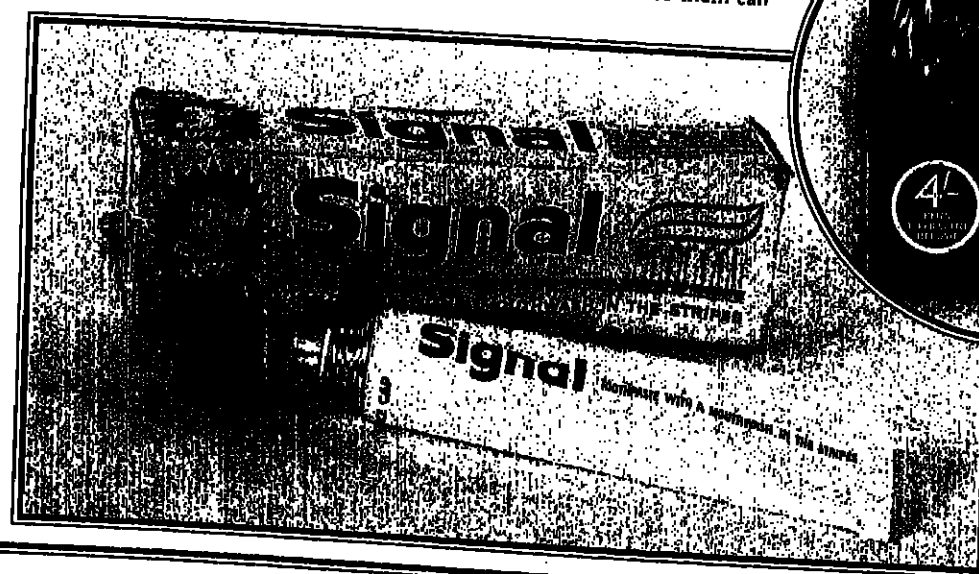


JAMES ROBERTSON & SONS WANTED TO SEND OUT THE PAPER GOLLIWOG THAT WAS GIVEN AWAY WITH EACH JAR OF ITS GOLDEN SHRED PRESERVES AS A LOOSE INSERT

able weight of six full bottles, said PN.

In July 1961, the lead story proclaimed that vacuum-formed plastics trays - with wide potential uses in the confectionery trade -

were now an economic proposition. The article featured many packaging companies that were working on the development of cost-effective trays for this market and also highlighted test marketing propositions.



CHOCOLATES WERE MARKETING FOR THE FIRST TIME WITH VACUUM-FORMED POLYSTYRENE TRAYS, TAKING ADVANTAGE OF THE DECREASING PRICES OF PLASTICS RAW MATERIALS



now have them tucked underneath the label," we said in October 1961.

James Robertson & Sons had suggested this feature be added to a labelling machine from Morgan Fairest Ltd as it wanted a better way of sending out the paper golligwog that was given away with jars of preserves.

The resulting machine ran at speeds of 140 a minute and, instead of gluing the full surface of the label beneath which the loose insert was to be placed, it strip-glued down each vertical edge. There was nothing to prevent the insert from slipping right through except the fractional grip secured by the tightly applied label.

Although many thousands of jars have been sent by Robertsons to every part of the country by road and rail, there have so far been no reported instances of the insert slipping through, reported PN.

AN EXTRA-STRONG HANDLE WAS USED FOR A CARRY-HOME CARTON OF SIX BOTTLES OF COCA-COLA

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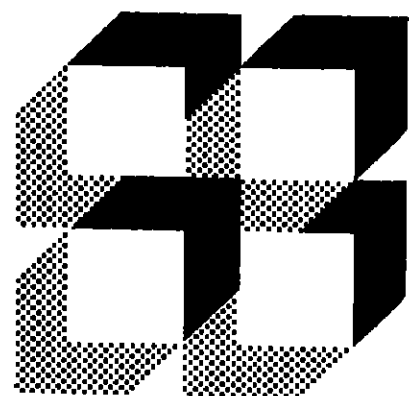
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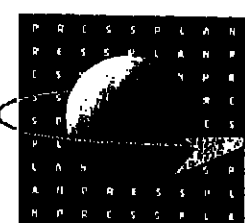
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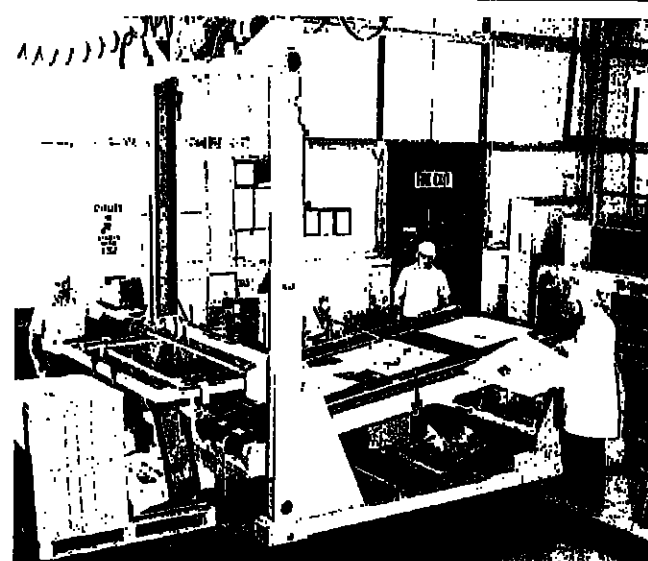
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Mobil Plastics Europe has relocated the company's management, marketing and sales, finance, logistics and employee relations departments to new offices in Luxembourg City from its original site at the production facility in Virton, Belgium. The move to new premises (1a-1b Rue Thomas Edison, L-1445 Luxembourg, G - D de Luxembourg - tel: +352 45102 2211, fax: +352 45102 2424), is to improve service to customers worldwide and to better centralise communications with the four production facilities. The move will not affect the present invoicing procedure.

PLM has sold its metal packaging operations at Odense, Denmark and Lysekil, Sweden to Danish company Blud & Marstrand, although it will retain a 20 per cent share holding in the new company. PLM's CEO, Rolf Bjorjesson comments: "The sale concurs with PLM's overall strategy to concentrate its operations in metal, glass and plastics packaging for the European beverage industry: a strategy that was confirmed recently when we announced the acquisition of the Austrian beverage can manufacturer Austria Dosen."

SCA has reached a preliminary agreement to acquire 89.8 per cent of the share capital of Otor Holding SA, the privately held French corrugated packaging company controlled by its board chairman Jean-Yves Baques and family. The acquisition is in line with SCA's ambition within the packaging area of achieving total European market coverage and increasing market share up to 15 per cent. The purchase of Otor boosts SCA's European share to 11 per cent and, in France to 16 per cent.

Nippon Gohsei has signed a letter of intent with the DuPont company to purchase DuPont's



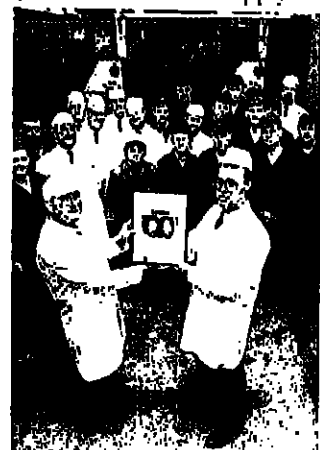
Solidboard packaging producer Merton Containers has gained ADAS hygiene accreditation for the supply of boxes to the meat, horticultural and fish industries. "The training and restructuring programme for hygiene and general storage of food packaging has taken 18 months to reach the required level of approval by ADAS and every employee has completed basic hygiene awareness training," says Alan Heath, the general manager of the company (0495 216929).

evoh facility in La Porte, Texas. The USA plant will be converted to the process employed by the company in Japan and will begin production in the summer of 1995, says UK distributor British Traders & Shippers Ltd (081-592 4211).

Airco Coating Technology, a division of the BOC Group Inc, has agreed in principle to purchase the Plasma Science Division of Himont Advanced Materials from Himont USA. The acquisition represents an expansion of Airco's current plasma business.

Essex and RCO (the corrugating subsidiary of the La Rochette group) have created a joint venture company called Escor which, from its Paris base, will service the emerging needs of Eurocustomers - those who wish to coordinate the buying of corrugated for their multiple sites throughout Europe. The Escor network will consist of 16 corrugating plants in six European countries.

Storey Evans (0532 502323) has won a quality award for its performance in the supply of



Storey Evans success: Graham Walther (right), the purchasing manager for Iford, presents the award to Roy Smith, SE's carton department manager

cartons in record time from Iford, manufacturer of black and white photographic film. Iford has experienced no production stoppages as a result of Storey Evans' materials - said to be one of the key aims of the programme.

A management team led by Frank Hayes, a past chairman of Bowater Packaging, has acquired carton manufacturers, Thomas Waide & Sons Ltd from privately-owned Brand Packaging Holdings Ltd. The £2.5 million deal has been financed by Gresham Trust, the London investment capital house. Mr Hayes will become the non-executive chairman while the three executive directors are Derek Burberry, Leslie Scull and Steve Parker.

ICI has installed a 4-cavity injection moulding machine from Husky in its Wilton Centre's Mellmar Machine Hall to further develop new grades of material and gain quicker introduction into the marketplace.

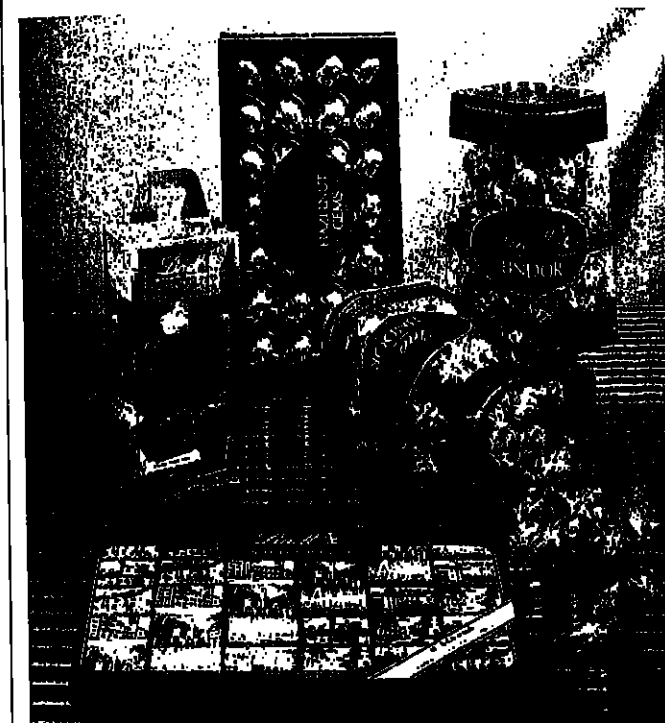
Corby Corlon Packaging, the Corby based solid fibreboard subsidiary of Dutch multinational KNP BT has gained ISO 9001, BS 5750 Part 1, the award covering both production and design.

Papemaker, Smith Anderson has gained BS 5750 at its Blalgowrie plant, one of its four production sites which use high percentages of recycled waste in both its paper and polythene products.

BPB Paperboard Sales, which manages the sales of paperboard products produced by the group's four production units: BPB Davidson, BPB Purfleet, BPB Radcliffe and BPB De Bendorch, has opened new offices in Radcliffe, North Manchester.

Bar Code Systems (081-549 0909) has a new bureau services team to respond to urgent demand for bar code labels. Assistance on all aspects of barcoding as well as supplies of preprinted, self adhesive labels can now be dispatched within 24 hours of an order being received, says the company.

## Luxury Swiss chocolates go into petg boxes



Lindt & Spruengli chocolates in petg boxes: responsible approach

Swiss confectioner Lindt & Spruengli has just introduced two of its chocolate products in petg boxes, a move in line with its objectives to switch to an environmentally responsible material capable of being recycled where facilities exist.

Lindor chocolates are now packed in a 500gm box and Hazelnut Gems in a 265gm box, both made from Kodar petg copolyester supplied by Eastman Chemical Company (UK: Brimley House, Corner Hall, Lawn Lane, Hemel Hempstead, Herts HP3 9YT - tel: 0442 241171, fax: 241177).

This resin is easy to process and to thermoform, offers good barrier properties, readily accepts printing, and can be sealed by ultrasonic welding or solvents, according to convert-

er Staeger & Co (Luzernes-trasse, 5630 Muri, Switzerland - tel: +41 57451200, fax: +41 57453247).

Staeger markets its sheet under the Villpet trademark and is the only supplier of the Kodar petg material in this form in Europe. For this confectionery application, Staeger extrudes sheets of between 0.2 and 0.4mm thick. The sheet is then printed, cut into the appropriate size and welded ultrasonically into the final chocolate box shapes.

**EASTMAN:**  
For further information K5 109 Call for details 0839 772268

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## Portable inkjet move

Peter Black Cosmetics has installed two Elite portable inkjet printers from Cueprint Ltd, to replace hand coding of date and batch codes on its range of skincare products produced for a UK retailer.

The move follows the upgrading of the company's entire production line which has led to higher throughput of finished, packaged product.

"With the speeds now being achieved on the line, hand coding was no longer a feasible method," explains Andrew Mortimer, production manager at Peter Black Cosmetics. "We were looking for a flexible system, and the Elite offered us the most cost effective solution."

In particular, says Mr Mor-

timer, the Elite system - where the print head, circuitry and control panel are all contained in the one module - makes the machine totally portable and flexible and therefore easy to move to where it is needed at any particular time.

Set up is easy to understand and operate and the use of ink cartridges reduces mess and allows fast changeover with minimum downtime, says Cueprint (Compton Place, Surrey Avenue, Camberley, Surrey GU15 3DX - tel: 0276 691730, fax: 686895).

For further information K5 110 Call for details 0839 772268

Cueprint's Elite portable inkjet printer at Peter Black Cosmetics



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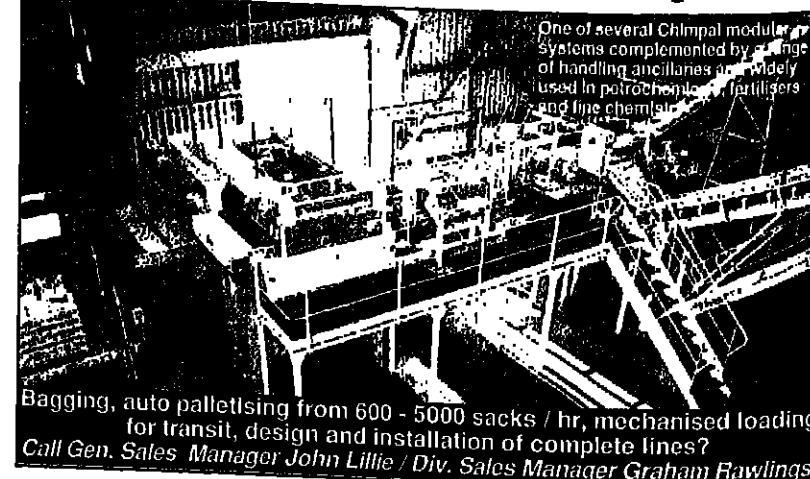
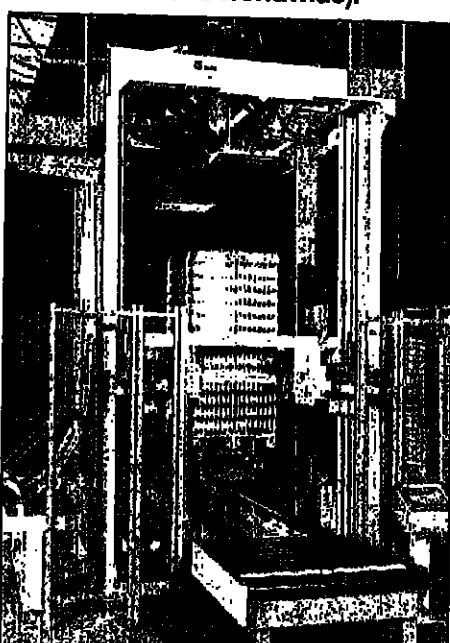
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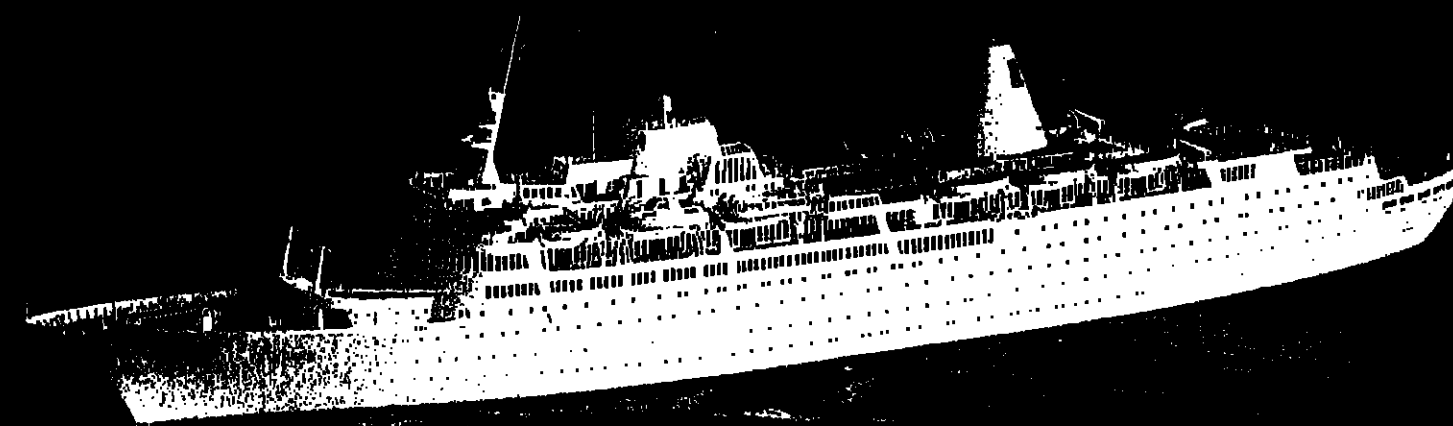


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**innovation.**”

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Chairman,  
Unilever



Like Sir Michael Perry almost all of the 300 key buyers who will be attending **packaging focus'94** (on board the P&O ship Sea Princess, 22-25 September 1994) have innovation firmly at the top of their agenda.

Jointly responsible for over £3 billion of packaging spend annually, these senior decision makers will be investing two days and three nights to keep up to date with key industry developments. Innovation, together with packaging price trends, will be two of the vital issues that will be discussed by delegates as part of the conference, at pre-arranged one-to-one meetings with suppliers, in think tanks and with fellow participants.

This Event, which allows the most concentrated opportunity this year for key packaging decision makers to make valuable contacts, exchange ideas and focus on the strategic direction their businesses are taking, is in itself a major innovation.

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## Labelling system permits bespoke petfood service

A major petfood manufacturer is now supplying its customers with bespoke packaging at little extra premium following the installation of a self adhesive labelling system from Herma Labelling Systems.

As well as meeting customer needs, the use of plain film has reduced stock holdings and associated costs.

Previously, the meat and fish based products were packed in preprinted tubular film material, sealed at each end with a metal closure. Own-brand demands from overseas customers, as well as the need to provide variable information such as 'use by' dates, led to the search for an alternative method of pack decoration.

The unfilled film tube can-

not be prelabelled, so a method to apply the 100 x 150mm labels onto the awkwardly shaped cylindrical packs was devised by Herma (Hollands Road, Haverhill, Suffolk CB9 8PK - tel: 0440 63366, fax: 706834).

Products are now manually loaded onto a specially adapted conveyor and indexed to the labelling station. The label is initially applied to the product in motion, while at a second station a Herma roller design wraps the label around half of the product's diameter at a speed of up to 45 a minute. Throughput speed is largely dictated by the operator loading rates, says the company.

For further information K5 164 Call for details 0839 772268

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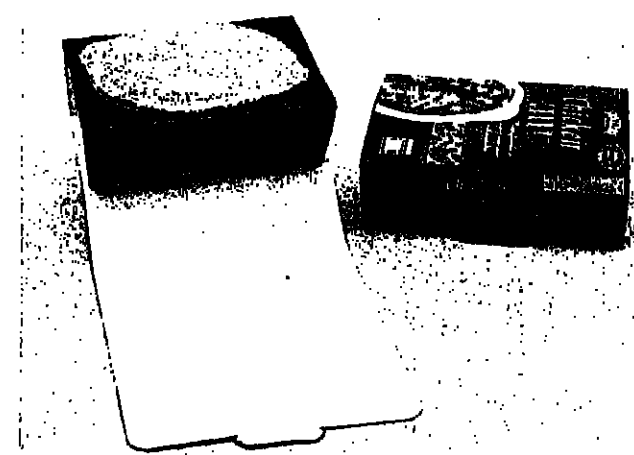
## One-piece carton gives microwavable benefits

Laminate plastics trays of shelf stable microwavable ready meals are now being packed into a novel, one-piece combined board sleeve and reclosable splash lid by a wraparound carton system, devised by GBE Lerner-Burgess for a major Irish food manufacturer.

The result is a microwave pack that can be opened to allow the lidding film to be removed from the food tray and then closed to prevent splashes during cooking.

Operating at speeds up to 65 packs a minute, the machine is fed with flat, die-cut and creased blanks measuring 178 x 525mm. After plunging the blank through a former to produce a U-shape, the machine uses a paddle wheel and gripper system to fold over one half of the board to form a sleeve, securing the side flap with hot melt adhesive.

This sleeve is an aperture to receive the food tray, which is then loaded vertically and pressed into place.



The microwave pack can be opened for lidding film to be removed

The design of the pack posed two particular problems at this stage in the packaging operation, as Bob Morley, director and general manager at GBE Lerner-Burgess, explains: "First, the side flap of the sleeve section has to be brought into place and glued against a blind surface which rules out conventional wrap-

around tray mechanisms. Second, the food trays are heavy, rectangular, and fit tightly within the aperture, demanding high accuracy orientation to prevent damaging the board.

"For this reason the machine employs an entirely mechanical action, with no pneumatics."

After the trays are loaded,

Every machinery order placed usually involves some kind of customisation to fulfil specific customer requirements. These bespoke features can range from the sublime to the ridiculous and in the next ten pages, we highlight just some of the most recent tasks fulfilled by machine builders.

The lid section is folded over by a further paddle wheel, and four spots of adhesive are applied to the flap, which is then ploughed into position.

The four spots of adhesive provide security for tamper evidence, but allow the lid to be opened easily and then reclosed for cooking using a tab lock, says the company (Fleming Road, Hinkley, Leics LE10 3DU - tel: 0455 613888, fax: 618538). The machine operates at 65 packs a minute.

For further information K5 165 Call for details 0839 772268

## Stretchwrapper handles large but light loads

An enormous custom built stretchwrapper has been installed by United Packaging plc in the Styrofoam plant of Dow Chemical Co Ltd to secure the very large, but light loads the plant produces.

The unit has been installed for Dow's Styrofoam Plan range of extruded installation products which is produced in a variety of densities and sizes. Individual boards are packed into shrinkwrapped bundles and stacked on pallets measur-

ing 2.4 x 2.5m, with loads measuring up to 3.1m high.

To cope with loads of this size, United built a special Pal Rapper 3000 fully programmable stretchwrapper with a 3.5m diameter turntable and a tower 3.7m high. It is equipped with an Opti-Miser PPS power pre-stretch system and a loading ramp from the company (Dewsbury Road, Cleckheaton, W Yorks BD19 5BQ - tel: 0274 862616, fax: 851020).

Palletised loads are stretch-

wrapped to provide stability as they are transported from the production area to the warehouse and during delivery to the end customer. They need to be secure as, while they are supported by a pallet when they are taken to the warehouse, no pallet is used during delivery. Production of the Styrofoam Plan range is continuous, so the stretchwrapper is in use 24 hours a day, 365 days a year.

For further information K5 165 Call for details 0839 772268



Custom built stretchwrapper supplied to Dow Chemical Co by United Packaging

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## Lubricant oil blend system extracts and mixes cleanly

A lubricant oil decanting and blending system from Masterfil has been designed, with the specific needs of the industry in mind, for clean and accurate extraction and mixing of costly and viscous additives.

Developed for a customer in the industry, the system uses weighing technology and a decanting lance to draw out the correct quantities of additives from steel drums. An integral lance cleaning system ensures there is no cross-contamination between products.

A load cell under a roller conveyor weighs each of the 200 litre drums before extraction begins, and the drum is tilted slightly. The lance, which can sense the level of liquid inside the container, dives to just below the surface, preventing excessive contamination of the lance.

Once a pre-programmed

weight of additive has been removed, the lance tracks to a rinsing kettle which contains the heated base oil for the lubricant. At this stage the base oil is used to clean the outside and inside of the lance.

"The weighing software will memorise the amount of additive"

If the required amount of additive has to be extracted from more than one drum, the weighing software will memorise the amount taken and the balance required.

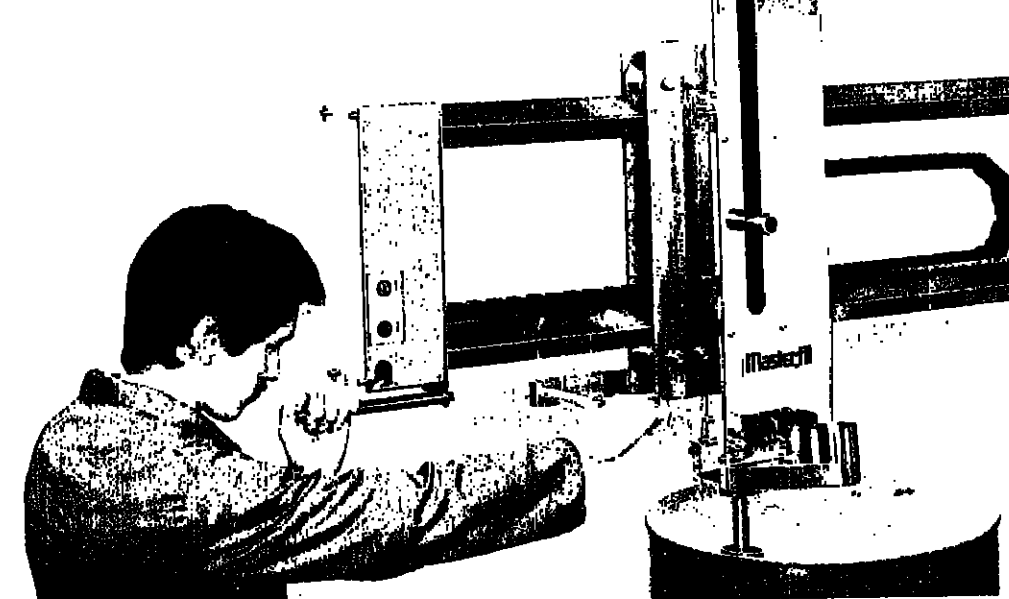
An additional function of the lance is to help in cleaning

the additive from the drums once as much of the product as possible has been removed. The lance can switch to spray mode, using the hot base oil to clean the drum walls, says Masterfil (17 Farmbrough Close, Stocklake, Aylesbury, Bucks HP20 1DQ - tel: 0296 25001, fax: 25002).

By cleaning the container at this stage, the user facilitates safe disposal or reconditioning. Afterwards, the nozzle reverts to decant mode to pump the last of the contents into the blend.

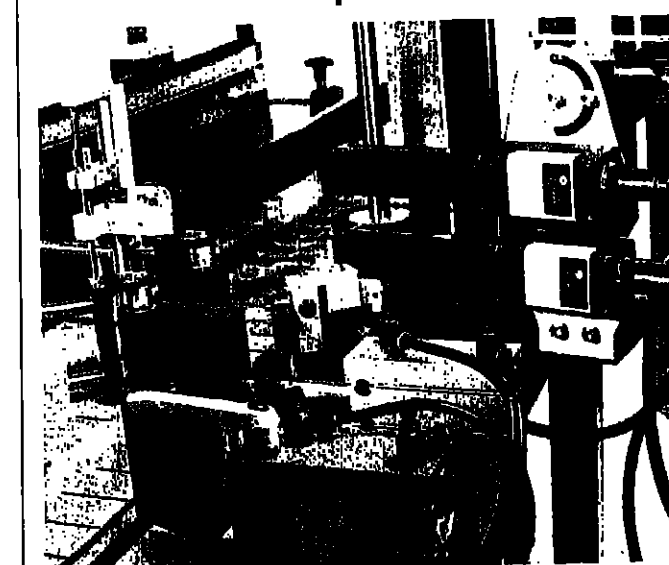
The same system - where contact parts use 316 grade stainless steel - can be adapted for use in the food and chemical industries, says Masterfil, where similar accurate blending from bulk containers is required.

For further information K5 141 Call for details 0839 772268



The decanting lance enters the drum to pump a measured amount of additive into the blend of base oil

## Inkjet version of rotary tin labeller used for paint cans



Imaje Jaime 1000 S4 inkjet printers fit ICI's Malaysia code policies

In its largest system export to date, Sparkprint Ltd is to install a version of its RTL (rotary tin labeller) for paint cans at ICI Malaysia - but using inkjet in place of labelling heads.

Two Imaje Jaime 1000 S4 inkjet printers feature on the

system, fitting in with ICI's coding policies for the Malaysian market. Standard versions of the Sparkprint machine apply two or three self adhesive labels to set positions on the tin. This is the first handling system from the company not to require labelling heads.

"We are continuing a very successful policy to design and develop highly specialised product handling labelling systems and custom built systems, which form an important part of our overall strategy," says Charles Ackemley, operations manager at Sparkprint.

The RTL system can accommodate cans of all sizes from aerosols up to 25 litre drums. Last year in the UK market alone 20 rotary can labelling systems were sold by the company (Darlington Road, Northallerton, N Yorks, DL7 8UA - tel: 0609 780333, fax: 780423). Consistent registration is given by the spin system which detects a pre-printed mark before labelling or coding begins.

Of the two Jaime printers, the first lays down two lines of 24 or 16 dot text up to 9mm high for the product name and colour. Special fonts can be provided for the Far East market, says Imaje (Imaje House, 732 Lightfoot Street, Hooile, Chester CH2 3AD - tel: 0244 350732, fax: 350737).

SPARKPRINT: For further information K5 142 Call for details 0839 772268

IMAJE: For further information K5 143 Call for details 0839 772268

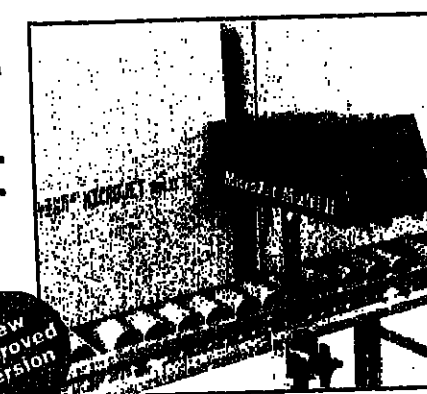
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# PACKAGING NEWS

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## Jewellery wrapped at speed

Attwood & Sawyer is now wrapping its exclusive presentation jewellery cases - containing stone set costume jewellery - at speeds of up to 600 an hour on an L sealer supplied by Burnley Packaging Machinery Ltd.

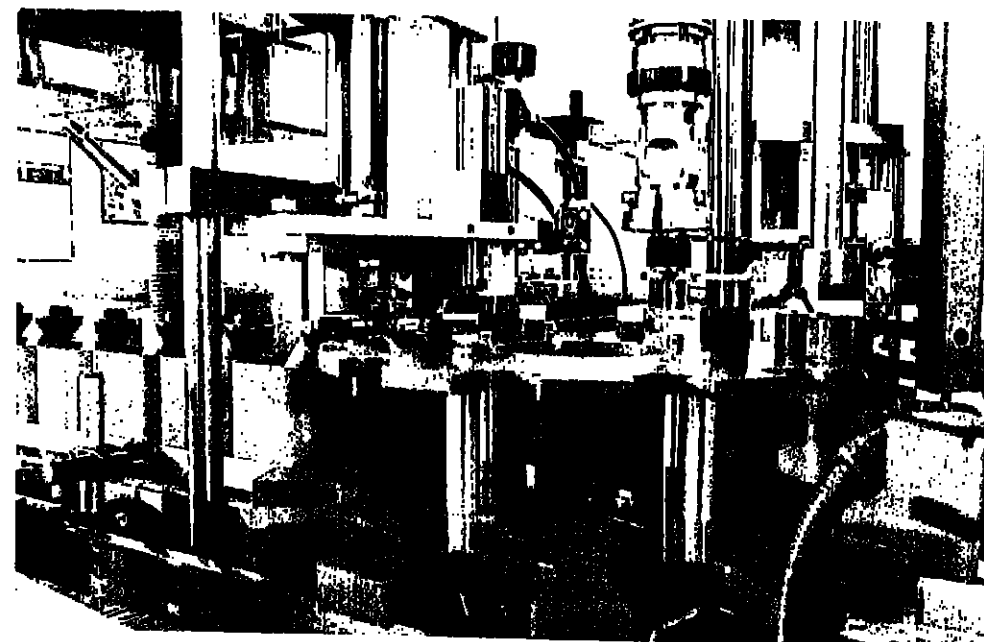
The compact unit can cater for many shapes of product and needs only single phase electricity. The system is said to provide for high quality presentation.

One of Attwood's major outlets, Kuwaiti Airlines, has also purchased an identical system to wrap the cases for duty free, inflight sales.

Fully automatic systems can be customised for individual requirements by Burnley (Farrington Place, Rossendale Road Industrial Estate, Burnley, Lancs BB1 5TY - tel: 0282 831733, fax: 0282 831733).

For further information call 0839 772268

## Automatic handling of liquid shoe polishes



The filling, assembling and capping line uses a puck system to transport the shoe polish containers

Glanville Industries of Cork is now filling, assembling and capping its Punch range of li-

quid shoe polishes on a line specially built by CE King Ltd. The shape of the bottle

and the sponge applicator located in the neck of the container meant a system had to

be developed to allow the packs to be handled automatically. A four-head Kingfisher liquid filler and a modified version of the King CSe0 capper has been incorporated into a line using a puck system to transport the containers.

Bottles are loaded into the pucks by hand and transported to the liquid filler where they receive the correct measure of liquid polish. Filled containers then pass on to the CSe0 capper, modified to incorporate a plugging unit capable of handling the inserts.

**"Controlling polish flow"**

Each insert consists of a plastic plug fitted with a valve to control the flow of the polish and an applicator sponge. The inserts need to be located correctly into the necks of the bottles before capping stage.

The unit drives the plugs into the bottle necks and checks that the pins which form part of the valve are present and in the correct position. This is achieved by using a thin rod mounted on a cylinder

under the feed chute, says CE King (41 London Road, Chertsey, Surrey KT16 8AR - tel: 0932 565191, fax: 565593).

As each insert passes overhead, the rod moves upwards to check for the presence of the pin. If no pin is present, the insert is rejected.

**"Pressing pins home"**

The action of the rod also presses home any pins which are present but not locked and which could therefore cause the product to leak after filling. Once checked, the insert is gripped by jaws, placed into the bottle neck and driven home by a plunger.

Bottles are then capped and carried to a de-pucking station. When they are clear of the pucks and placed onto the out-feed conveyor, a King orientation unit guides the bottles into the correct position for the labelling operation, while the empty pucks carry on round the recirculating conveyor and back to the loading station.

For further information call 0839 772268

## Sweet weigh accuracy

In conjunction with Scandinavian confectionery manufacturer Freia of Norway, Ishida Europe has devised a special counting and weighing system to maintain accuracy on bags of twist wrapped sweets.

At the same time, the CCW.Z.214W multihead weigher ensures that there is the right balance of individual varieties in each pack, says Ishida (Crystal Drive, Smethwick, Warley, W Midlands B65 1RJ - tel: 021-541 1441, fax: 021-544 4659).

The system comprises the weigher, a Cremer counting line and a Rovema bagger and to ensure the appropriate mix of varieties, the Cremer is first used to count a preset number of sweets. These are then fed via a bucket conveyor and a diverting timing hopper to two 'parent' weigh heads.

Meanwhile, sweets are also fed separately to the remaining weigh heads on the Ishida. The dispersion feeder at the

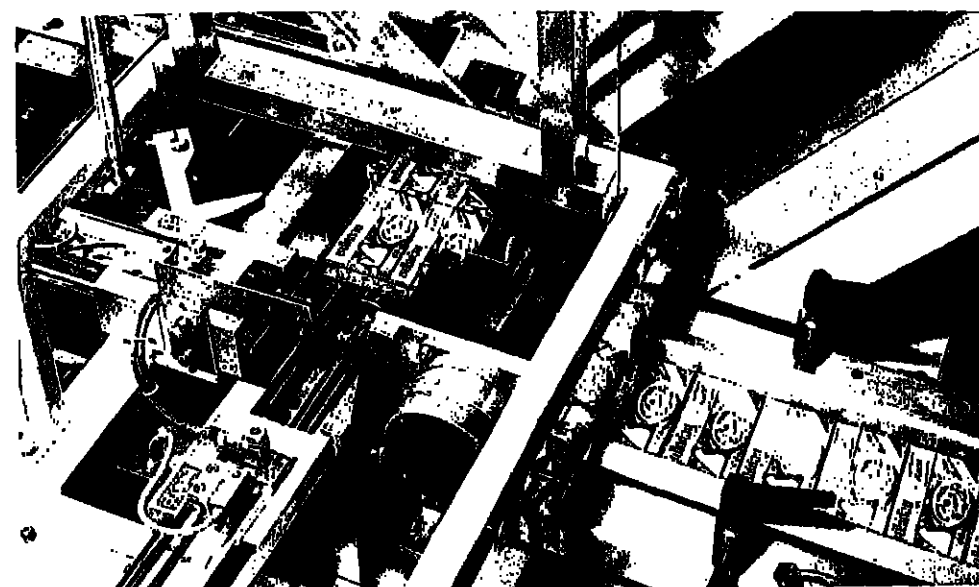
top of the weigher features photocell control to regulate the flow of chocolates into the weigh hoppers in order to ensure that only a small number is dispatched to each hopper at any one time.

Each parent head weighs its product in turn and from this calculates the additional amount required to meet the pack's target weight. Typically this ranges from between 20-40g, around two to three additional sweets. A signal is then sent to the remaining weigh heads which discharge the extra sweets required to 'top up' the pack's weight.

The entire system is fully networked with interface between all areas of the operation. If, for example, unsuitable counted product is not rejected before it reaches the parent weigh head, it can be rejected in the diverting hopper above the bagmaker before being packed.

For further information call 0839 772268

## Two cartoning lines for Thailand



Bradlok erector/loaders working in Bangkok count, collate and pack Knorr stock cubes into cartons

Two cartoning lines with a combined sales value of £536,000 have been supplied to the new CPC/AJI (Thailand) Ltd factory by Bradman Lake.

Each of the two lines is a turnkey engineering project in its own right and, working with CPC's consultant engineer Bill Mackie, Bradman Lake has taken full line responsibility in both cases.

As well as supplying its own Bradlok cartoning machinery, the company has purchased all necessary ancillary equipment, designing systems and commissioning

machines into a fully integrated packaging operation.

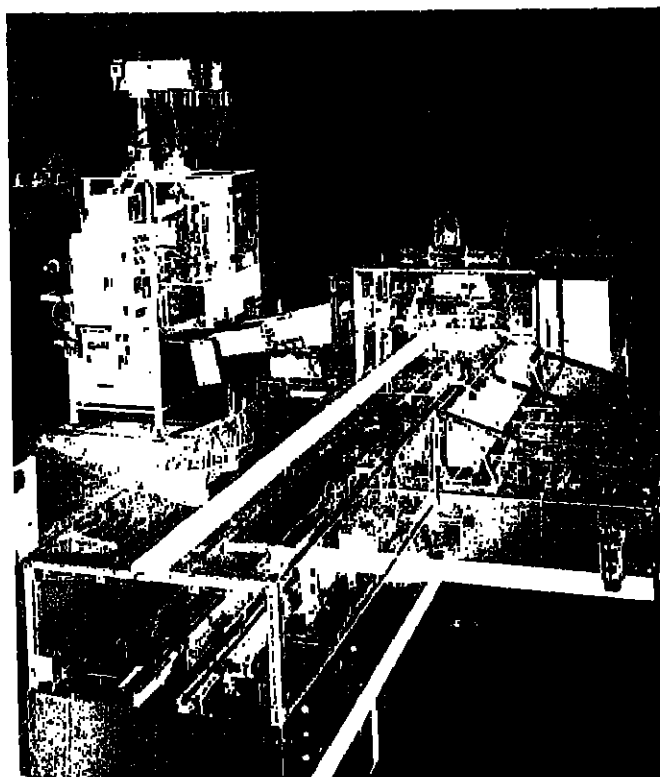
The first line, commissioned in Thailand in January, packs Knorr stock cubes and features three custom built Bradlok glued tray erectors, each with a specially designed automatic carton collating and tray loading system.

Upstream, three Benhill machines foil wrap and pack the stock cubes into cartons of either two or six cubes. These are fed - the two packs in lanes of four and six packs in single file - to the Bradlok erector/loaders which automatically

count, collate and load them into three layers into trays containing 12 x 6 cube cartons or 24 cartons of two.

Each wraparound machine produces Knorr stock cubes of a different flavour and feeds a single Bradlok line, says Bradman Lake (Yelverton Road, Brislington, Bristol, Avon BS4 5HP - tel: 0272 715228, fax: 775514).

After packing, trays come from the collator/loaders on individual conveyors which converge via a purpose-designed system into a single lane. Computerised controls



The second line packs food powders on a Bradlok SL90 cartoner and Gainsborough vffs with pouch conveying and loading system

then identify trays by size and flavour of contents, select batches of six or 12 and instruct a Domino inkjet printer to code them appropriately.

After coating, the trays pass through a Europack shrinkwrap tunnel from which they emerge ready for manual case packing, storage

and distribution. A second end load cartoning operation was then commissioned by CPC/AJI Thailand which Bradman Lake will deliver shortly. Products to be packed are food powders such as cake mixes and cornflour.

For further information call 0839 772268

## Unrivalled choice of bottle size and format

A Cluster-Pak 760 multipacker machine from Mead Packaging, just installed at Eagle Brewery in Bedford, is said to provide Charles Wells Ltd with an unrivalled choice of bottle size and multipack formats for its ales and lagers thanks to an electronic rotate and divide system.

This new rotator/divider will serve an automated tray packing and shrinkwrap operation soon to be installed, says Mead (500 Woodward Avenue, Yale, Bristol BS17 5YS - tel: 0454 320000, fax: 320033). According to the size of bottle and format being packed, it will present multipacks in the aspect and number of lanes required by the end of line system.

Single line 3-packs will run straight through the rotator and then be divided into four lanes for tray packing. Double line formats will be turned through 90deg with 4-packs dividing three ways, 6-packs dividing two ways and 10-packs going broadside-on in single file, says the company.

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## Just-in-time box service savings

Reedbut Ltd is the first UK corrugated carton printer to provide a just-in-time printed box service to customers, following the installation of a PackTrack 3000 machine from Domino UK Ltd.

Reedbut can now provide boxes printed with all the variable data required for individual production runs in addition to such standard information as product names and logos. This allows the company to offer customers substantial savings on traditional production methods, says Domino (Bar

Hill, Cambridge CB3 8TU - tel: 0954 782551, fax: 782874).

Following the £100,000 investment in the 3000 unit, Reedbut can produce different coloured printed cartons in short production runs, with each carrying variable information printed at the same time as the non variable data. This means food producers supplying retailers do not require their own inkjet printing equipment or other labelling systems.

For further information call 0839 772268

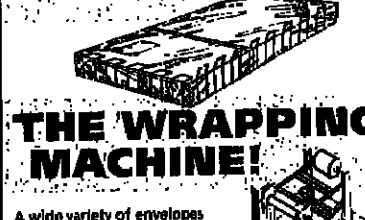
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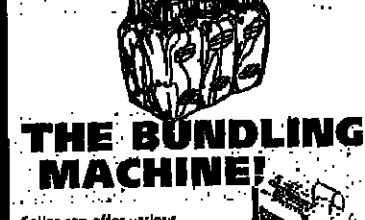
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## Board power solutions

Black & Decker has appointed Europack Engineering Co Ltd as its main supplier of packaging machinery after the company provided a complete range of board packaging solutions for its power tools and lawn care equipment.

Design expertise at Europack has just secured a seventh order from Black & Decker - for a strimmer case packing line at the company's Spennymoor factory - in just 18 months.

These lines - worth a total of £750,000 - meet a varied selection of packaging demands. Products now packed by Europack equipment range in size from Power Driver battery screwdrivers to lawn mowers, and also include Dust Buster vacuum cleaners, cordless drills, hedge clippers

and trimmers.

Every line has been purpose designed to meet the individual dimensions, as well as the handling requirements of each product, says Europack (Common Lane North, Beccles, Suffolk NR34 9BP - tel: 0502 716540, fax: 716814).

For example, the Power Driver battery screwdriver line - for the smallest of the products - collects and opens the preformed boxes for manual filling. The boxes are then folded and glued before being collated and tight wrapped in batches of up to ten.

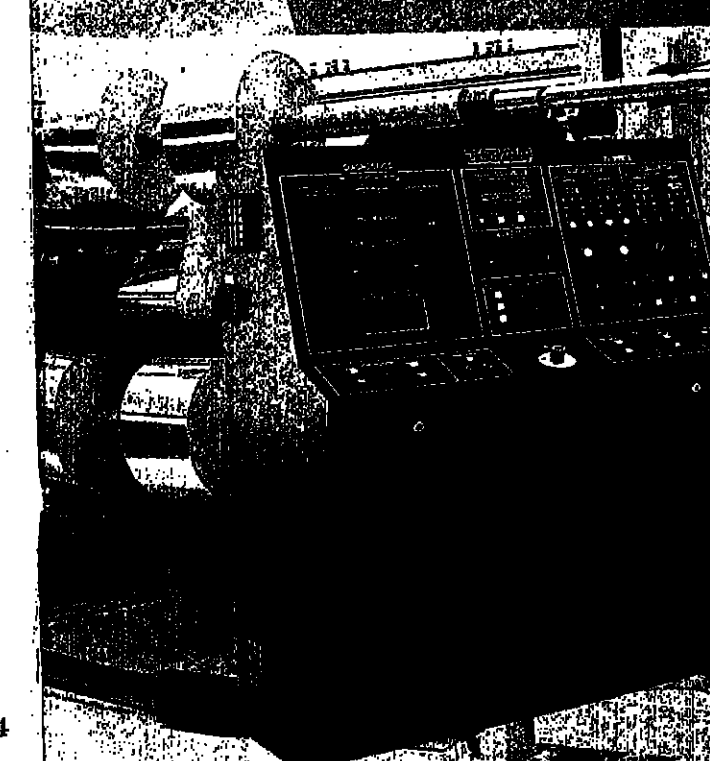
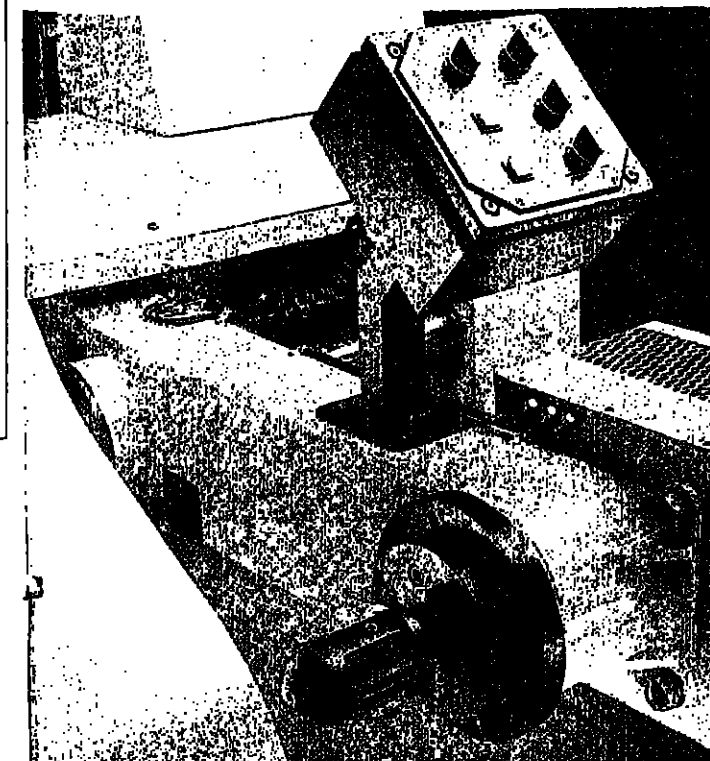
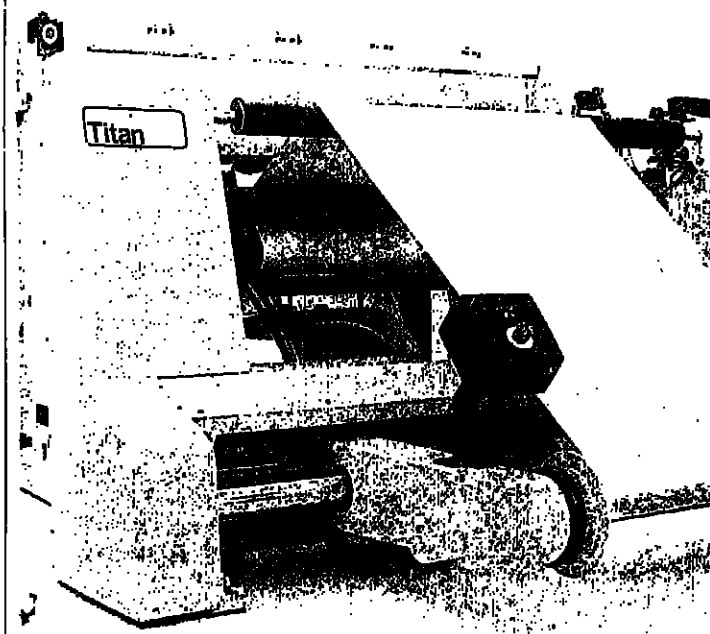
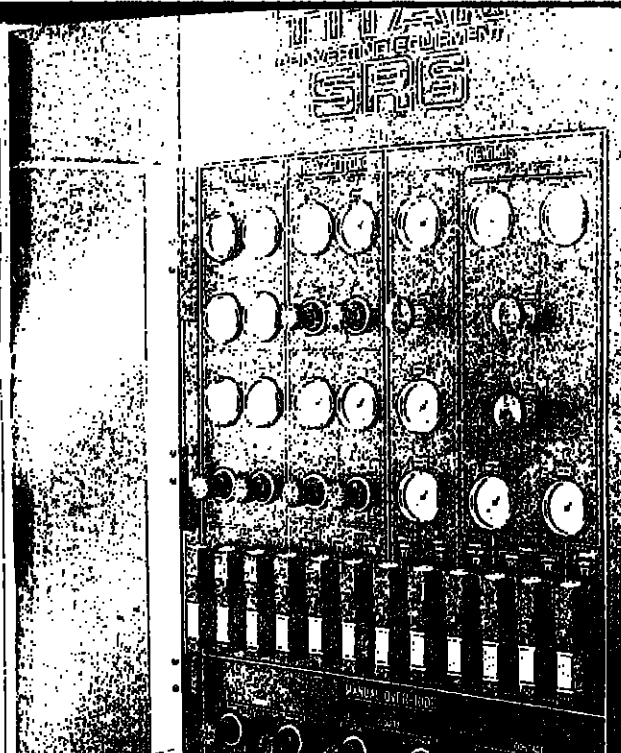
The lawn mower line - which handles the largest product in the group - comprises a giant side load case packer. As well as opening the preformed boxes, this machine automatically loads each lawn

mower into its box before sealing it.

Commenting on Europack's performance, George Eldridge, manufacturing engineering manager at Black & Decker's Spennymoor factory says: "We originally ordered one line so that we could evaluate its performance against that of our machinery."

"We were looking for a single source manufacturer whose products could meet an extremely wide range of packaging needs, and Europack has performed excellently. Europack are now our number one choice for packaging machinery - based on cost, design solutions, reliable delivery, installation expertise and after sales technical support."

For further information K5 126 Call for details 0839 772268



## Make The Conversion To Total Control

The demand for more volume is one thing, the individual characteristics of specialist laminates is another. Both require a breed of converting machinery that allows the necessary degree of control, for which Titan has introduced the SR6 slitter rewinder.

The SR6 is a natural progression from the Titan SR5 - the most popular machine of its kind in the world - featuring new concepts and refinements to deal with a heavier and more varied workload.

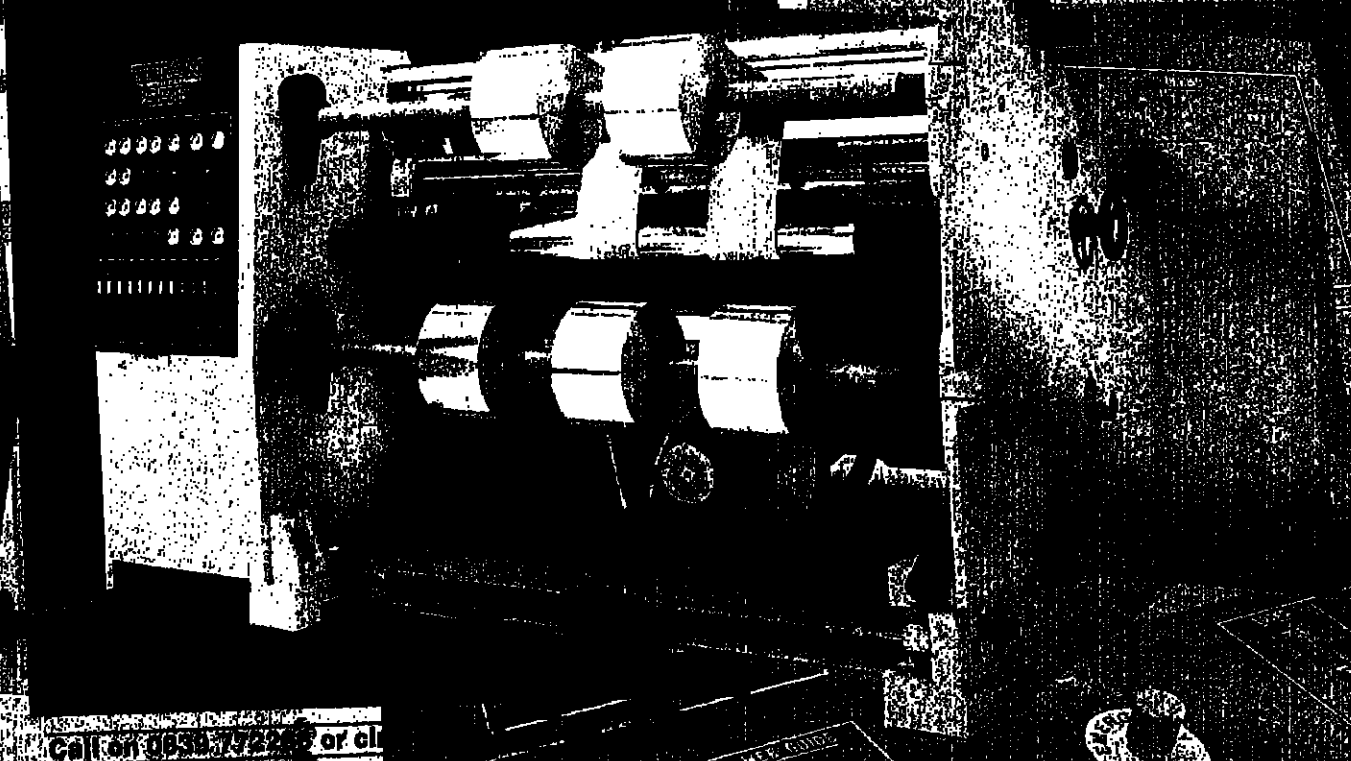
In addition to more parent reel capacity - from 1,000 - 1,800 mm wide, the SR6 has a maximum speed of 450 metres/minute, which is a 50 per cent improvement made possible by a new standard drive package.

The introduction, as a standard feature, of lay-on pressure that automatically compensates for material diameter and speed, brings a level of rewind control that is essential when running many of the modern materials. Use the Titan SR6 to make the conversion to total control.



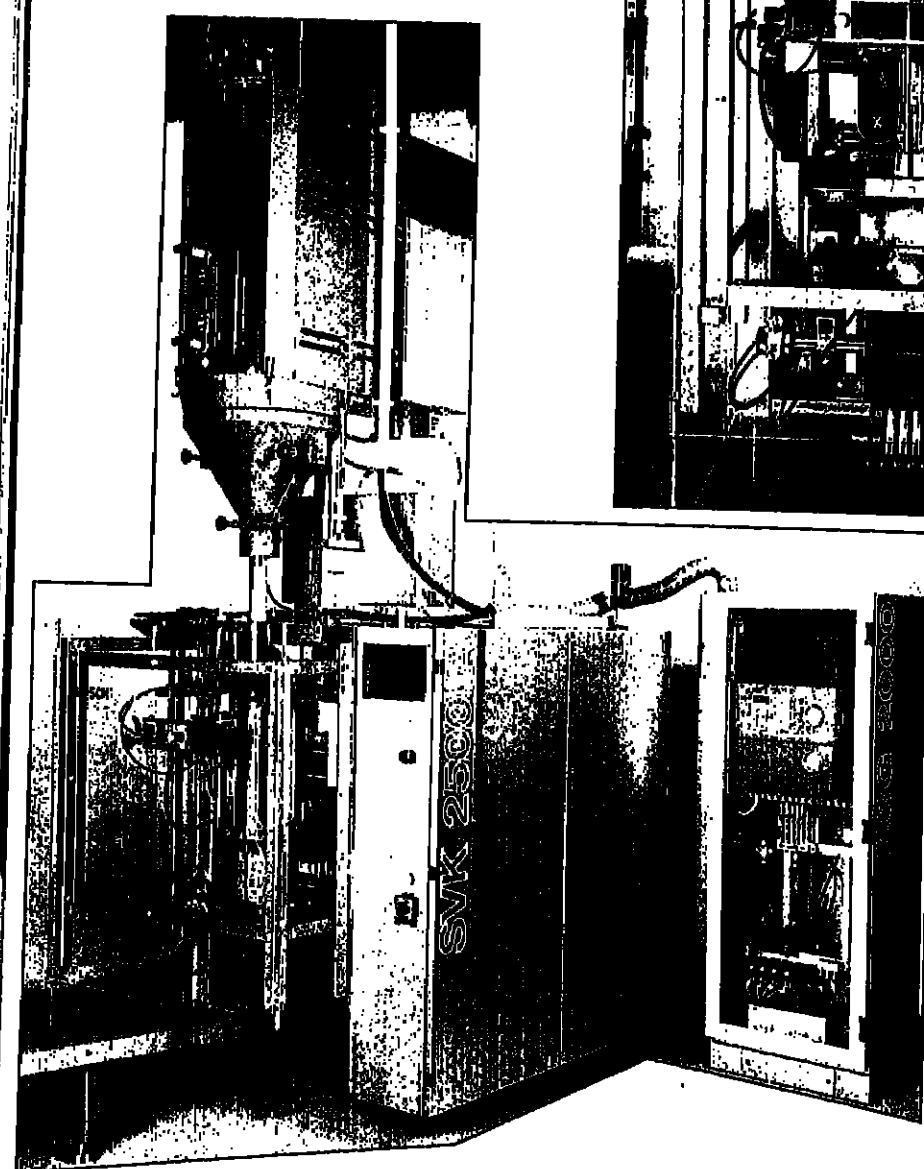
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# BOSCH

Call on 0839 772268 or circle number K5-433

## Monobloc special

A special version of the IMA C90/A91 monobloc blister packer and cartoner has been supplied to the Irish plant of Rhone Poulenc Rorer by Ima UK Ltd.

The machine is housed in a purpose-built, low humidity blister packing area constructed as part of a major investment programme being undertaken by the group to facilitate the launch of Ikorel and several other products.

Due to the nature of Ikorel, which is adversely affected by the slightest trace of moisture, great care was required in the construction of the packaging area and in the design of the blister itself.

Ikorel is packed into a special aluminium strip holding ten tablets plus a desiccant to keep the contents in perfect condition. The ten small pockets are formed along with a

larger pocket at one end of the blister to hold a desiccant tablet 25mm in diameter. This larger pocket is connected to all the smaller pockets by tiny channels to enable the slightest trace of moisture to be drawn away from each tablet.

The C90 has been designed to work with different blister materials and this is the first to be supplied with change parts capable of handling cold formed alu/alu and pvc. A special feeder has also been added to handle the desiccant tablets as well as the Ikorel tablets.

Indeed, the C90 gives Rhone Poulenc Rorer the ability to switch between alu/alu and pvc in ten to fifteen minutes, says Ima (Oaklands Park, Fishponds Road, Wokingham, Berks RG11 2FD - tel: 0734 772323, fax: 773453).

For further information K5 127 Call for details 0839 772268



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## Shower gel automation

When Sara Lee launched its Radox shower gel in a container featuring a hook and a leakproof cap, it also automated the production line to increase output.

The new line was supplied by H Erben Ltd and comprised plant manufactured by German company Toelke, carefully designed to allow complete automation in two phases.

Due to the special shape of the hooked container, a system of pucks/carriers was used for transport purposes, with each one capable of handling all

three container sizes. This reduced changeover procedures to height adjustment only.

The initial phase of automation involved the supply of the puck/carrier conveying system which included a manual loading station for empty containers and a manual packing table for full containers. An existing filler and shrinkwrapper were used and a new capping machine complete with unscrambler and orienter as well as a new self adhesive labeller to complete the line.

To allow Sara Lee to apply

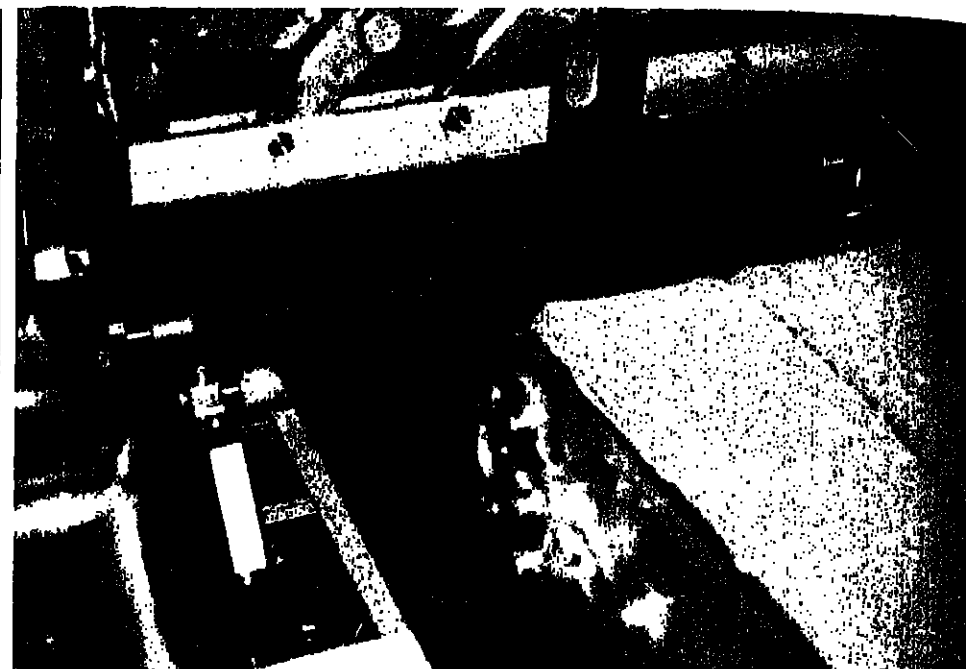
a full body label to the container, Toelke devised separate pucks for the empty and full containers complete with a special transfer unit. This unit turns the filled and capped container through 180deg.

All machinery on the line has been designed and sized to allow for a higher speed fully automatic line in the future. The project has been managed by Toelke's UK agent, H Erben (Hedgeley, Ipswich IP7 6AS - tel: 0473 823011, fax: 828252).

For further information K5 Call for details 125 0839 772268



Due to the special shape of the hooked container, a system of pucks/carriers was used for transport



Spreader bars smooth the overwrap film taut over IV bags on the customised EMP 300LTS flow wrapper

## Flow wrap alternative

Italian manufacturer EPM has built a custom modified version of its 300LTS bottom reel fed flow wrapper to provide a major UK medical products manufacturer with a lower cost alternative to conventional vacuum packaging machinery.

### Intravenous fluid

Developed specifically to pack bags of intravenous fluid into high barrier plastic laminate, the 300LTS incorporates a vacuum probe to extract air from the pillow pouch as it is

formed. The vacuum pump is synchronised to the cross-seal jaws and operates just before they close.

### Securely clamped

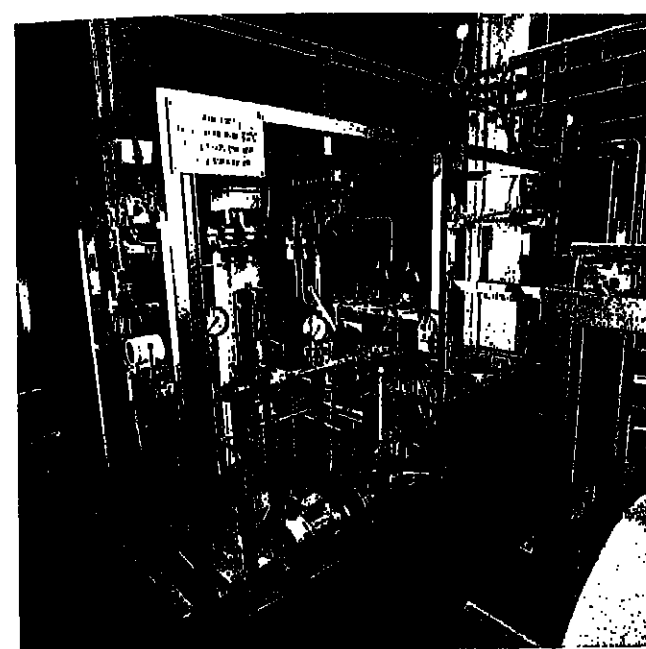
At the same time, a clamp holds the pack securely, preventing the force of air extraction drawing the pack backwards through the jaws, says UK agent, Sussex & Berkshire Machinery (Blacknest, Alton, Hants GU34 4PX - tel: 0420 22669, fax: 22687).

To prevent air entrapment

between the wrapping film and the face of the IV bag - which carries printed instructions and product identity - a pair of spreader bars descend as the cross seal is made, smoothing the film in a scissor action to bring it taut over the bag. In this way complete product viability is maintained after the entire pack has been autoclaved.

The machine is fed automatically, and has a speed of 33 cycles a minute.

For further information K5 Call for details 125 0839 772268



The Bosch TFA 242: the separate aseptic cabinet

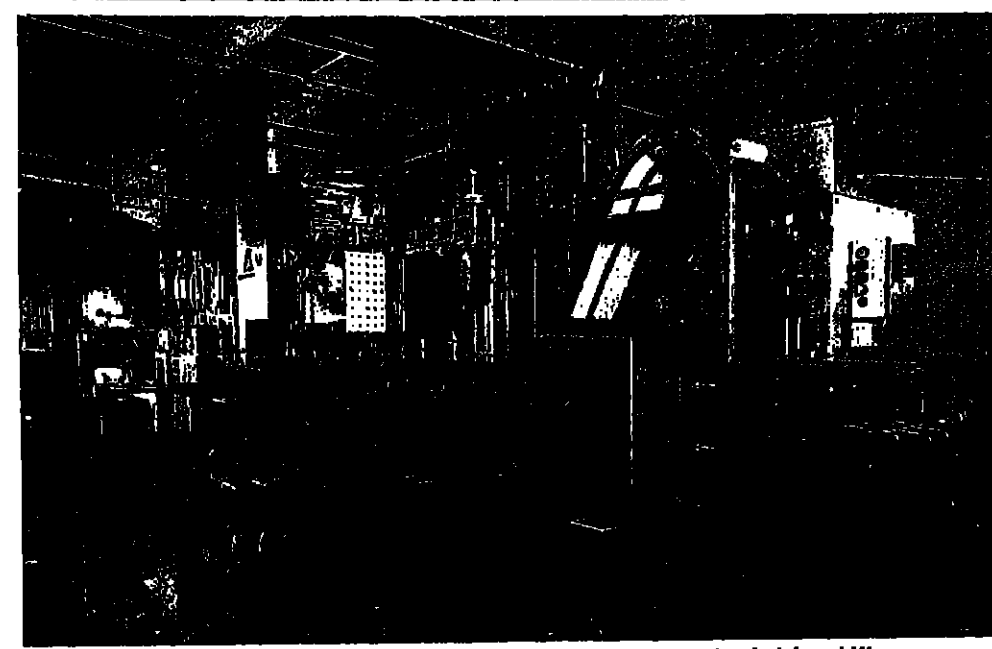
## Second aseptic machine investment

Rapid growth in its sales of ultra milk and cream portion pots has led Jersey Milk to purchase a second TFA 242 aseptic packaging machine from Robert Bosch Packaging Machinery.

Jersey Milk is the commercial trading arm of the Jersey Milk Marketing Board in the Channel Islands and ventured into the portion pot business three years ago. Current sales levels of 200 million pots a year has made this £1 million investment in a second machine necessary.

Indeed, with the purchase of a second aseptic thermoform, fill and seal machine from Bosch, Clive Bishop, director of dairy operations hopes to expand the export business further with full compliance with EU and 'Health Mark' requirements.

As well as its Jersey brand, own-label production for contract customers in the airline, wholesale and catering industries is packed at the Five Oaks Dairy. It is exported to the UK and continent with mini pots now constituting nearly 20 per



The Bosch TFA 2425 at Jersey Milk - Five Oaks Dairy is being run on an extended day shift

cent of turnover.

"To compete in this growth market we required a high speed packaging solution, with an excellent sterility record and the capacity for future expansion," says Mr Bishop. After visiting similar installations, the TFA 242 was chosen.

The TFA 242 machines will be packing 14 and 10ml pots of milk, skimmed milk, cream and half-cream at up to 42,000 containers an hour on each unit. Importantly, maximum sterility of the container will be maintained by the aseptic

system used, says Bosch (Invisible Road, Farnborough, Hants GU14 7QU - tel: 0252 517821, fax: 518478).

In operation, flat base and lid materials are run through sterilising baths of H<sub>2</sub>O<sub>2</sub> before the containers are formed. Any residual hydrogen peroxide meets FDA standards.

With the correct high barrier material it is possible to obtain product sterility for up to 12 months. This is an important factor for Jersey Milk's products where the physical parameters require 26

weeks shelf life for milks and 14 weeks for creams.

A separate aseptic cabinet controls all the sterilising media and the forming of containers is plug-assisted, with the additional use of sterile air to ensure uniform material distribution, says the company.

The second TFA is just starting production at the Five Oaks Dairy on an extended day shift. "With full computer control on the new machine and some modifications on the first, we can now take full advantage of the opportunities this market presents," says Mr Bishop.

For further information K5 Call for details 125 0839 772268

## Wrapping pallets in cold store

A machine capable of wrapping pallets within a cold store at temperatures down to -30deg C has just been purchased by Birds Eye Walls for its Gloucester site. Performance and cost savings gained from the unit are such that the company are now looking to purchase a second machine.

The semi-automatic pallet stretch wrapping machine has been developed by Robopac in association with Aetna UK (Greensbury Farm, Bolehurst, Bedford MK44 2EF - tel: 0234 376744, fax: 376787).

According to Barry Tucker of Aetna, this equipment is now the most advanced and safest pallet stretch wrapping machine operating in a UK or European cold store. It is also said to allow for less tension on pallet corners, film cost savings, less pallet damage and improved load stability.

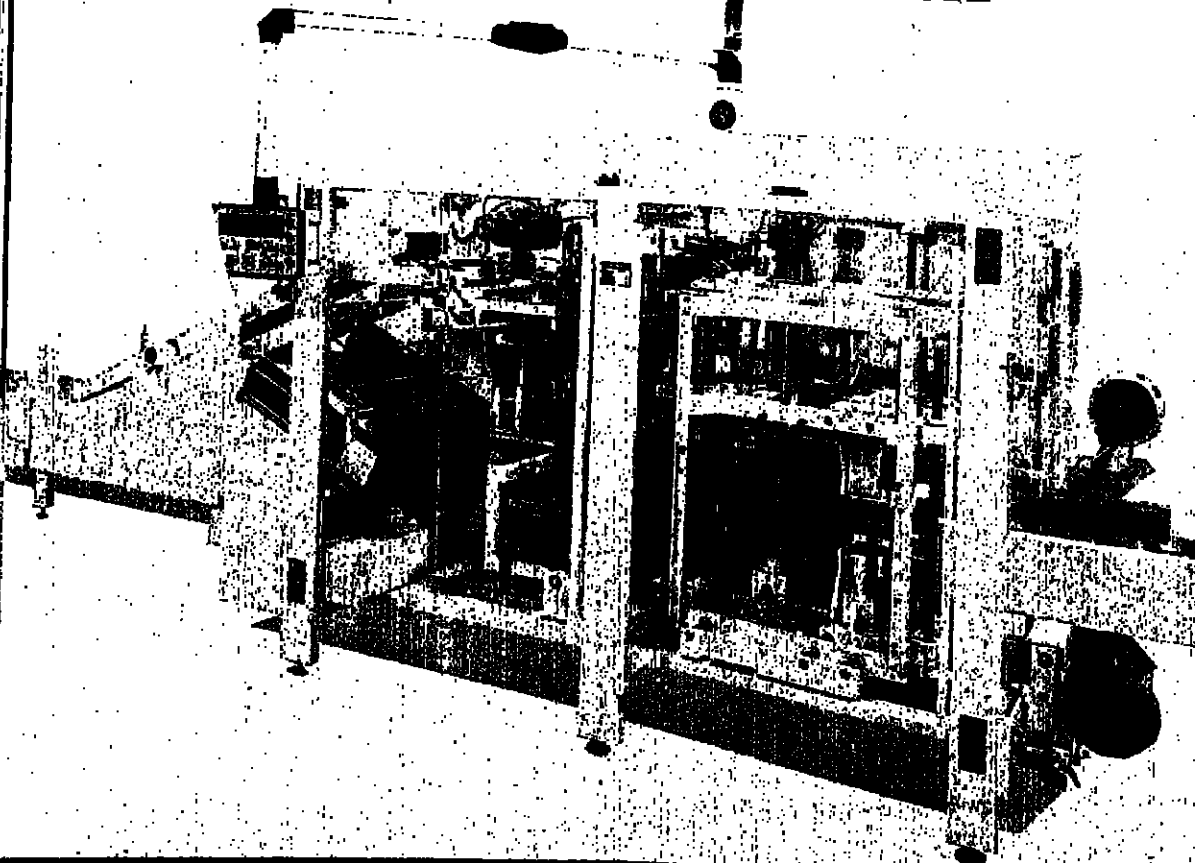
The machine comes with a self-controlled power stretch which, when used in conjunction with Mobil Plastics Europe's low temperature film, is ideal for any pallet load.

For further information K5 Call for details 125 0839 772268

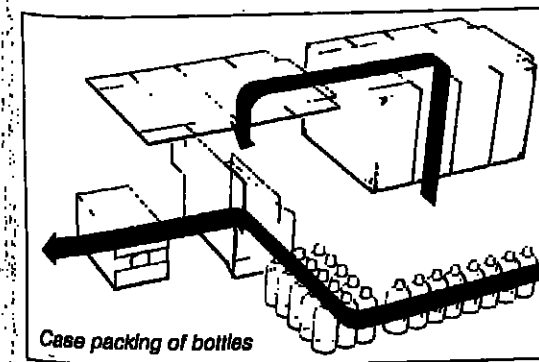
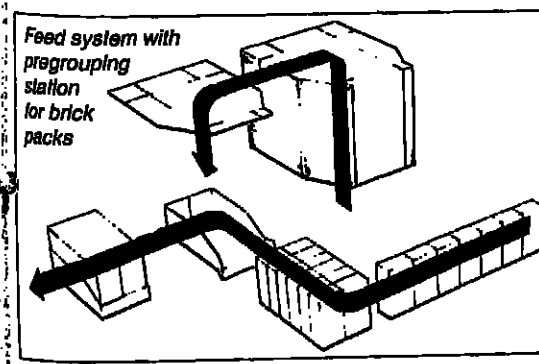
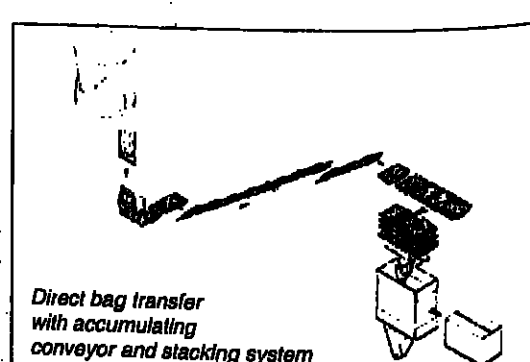
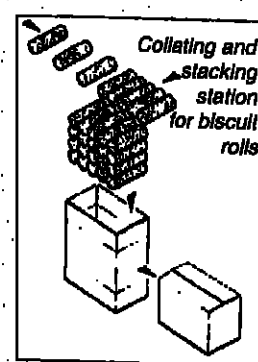
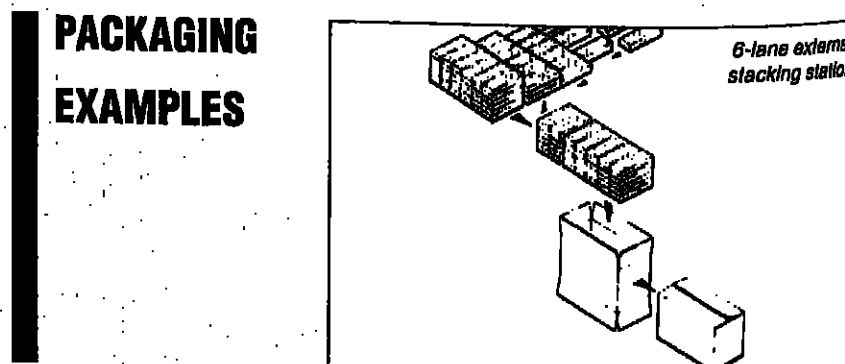
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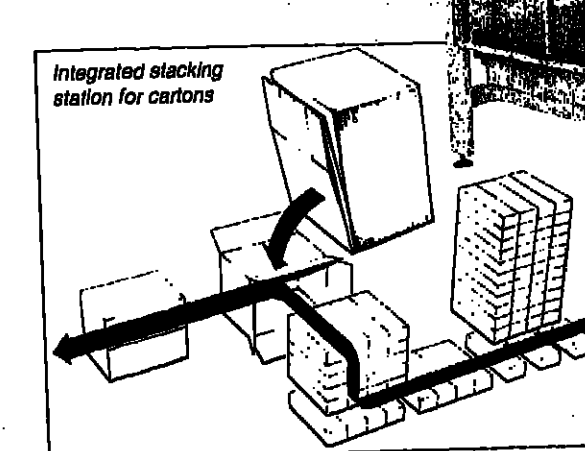
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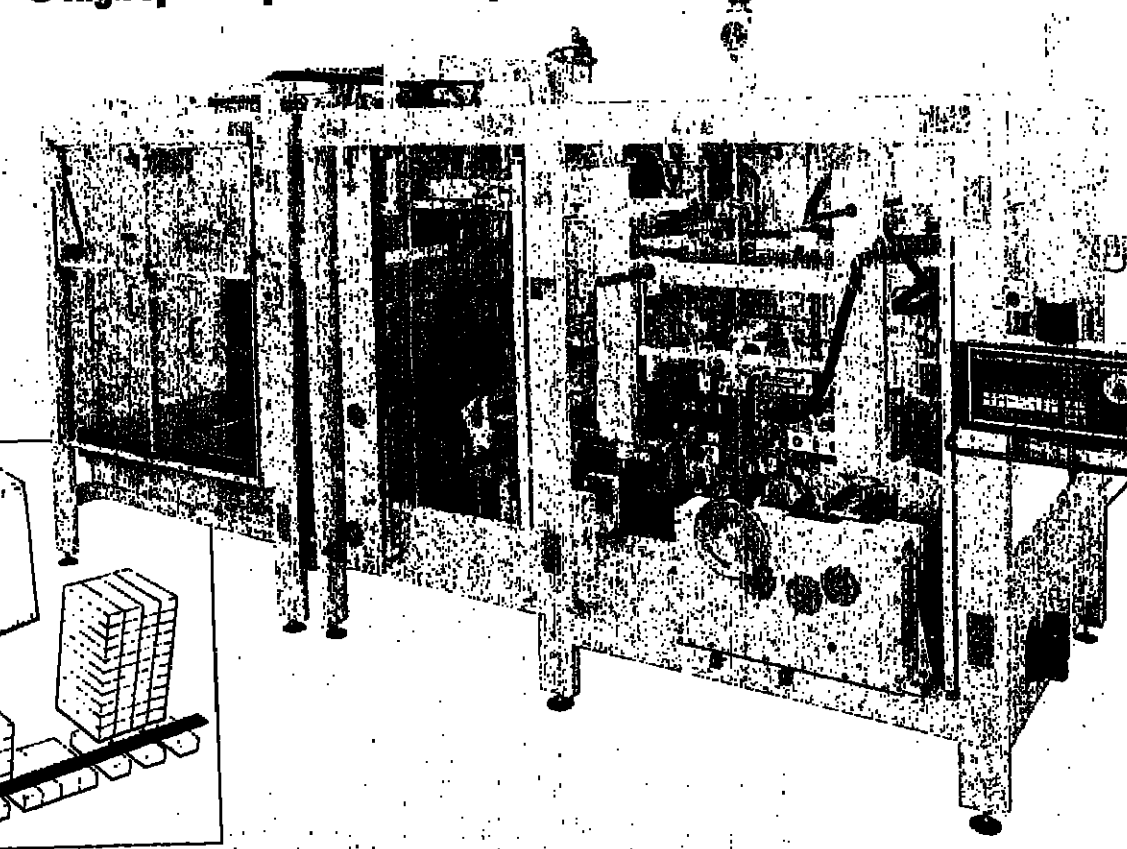


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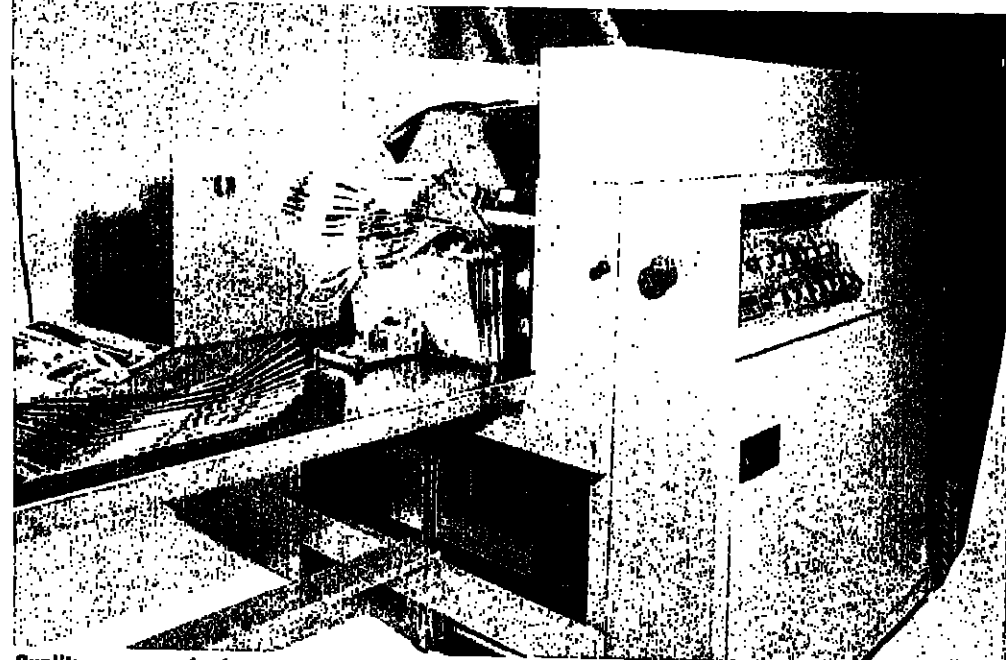
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# CONVERTING

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Quality paper carrier bags with paper-cord handles made on the latest Italian Curioni Sun bagmaker

## Cord handle popularity

'Bags of Choice', the UK supplier of carrier bags with fitted handles, has installed the latest Italian Curioni Sun bagmaker machine at its Lancashire plant in order to capitalise on the trend of carriers with paper-cord handles for fashion outlets.

This latest Sun Master is capable of producing high-quality square bottom bags with rope or twisted paper-cord handles at speeds of up to 120 a minute.

Neil Whatmough, general manager at parent company Ward Packaging Ltd tells *Converting World*: "Already

the fashion is well established in the United States and Europe and we have no intention of being left behind. We expect this machine to open up new markets for us, providing lower cost carriers when compared to similar hand-made bags."

Supplied through Curioni's UK agents, Englemann and Buckham Machinery Ltd (Buckham House, Lenten Street, Alton, Hants GU34 1HH - tel: 0420 82421, fax: 89193), the line joins three other bag making machines at the Lancashire site.

Mr Whatmough says that

fast changeover, high production speed, compact design and the special formation for the bag bottom are advantages over comparable machines. In addition, the flat bottom formation is achieved through a linear transfer section instead of the usual drum.

Bag widths are determined on the Sun Master by the web folding along two transversely adjustable guides driven by push buttons, reducing set up times. The handles are pre-formed and coupled to two paper flaps glued by hot melt.

For further information, call 0839 772268

## Casemaker includes vacuum-suction feed

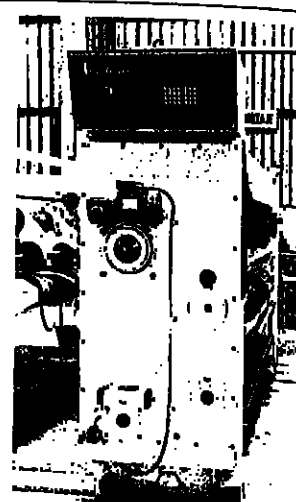
Now in the UK from Jarshire Ltd is the CS casemaking line produced by Spanish automated box manufacturer, Tecasa SA. Software on the machine is tailored to the needs of the customer.

This latest casemaker incorporates a vacuum-suction feeder system, flexographic printer, slotter, rotary die cutter, in-line stitching with two heads giving up to 1000 staples a minute plus a gluer and folder,

counter/stacker and ejector.

The integrated system is computer-controlled for total automation on up to 99 different on-line programmes. Computer control also extends to the registration of printing and die-cutting.

Board capacities range from 3mm to 12mm with a total throughput of 8500 boxes an hour, says Jarshire the sole UK agent (Levels House, Bristol Way, Stoke Gardens,



Slough - tel: 0753 825122, fax: 0753 694653.

For further information, call 0839 772268

## Testing the sticky strength on cartons

To overcome the problem of cartons failing to bond for new product launches, Robinson Carton Packaging have installed the Trimcote Ltd model SA-GW Glue Wheel.

Designed for short production runs the SA-GW is also of use in a carton converter's laboratory for testing adhesive qualities. Andrew Clarke Robinson's commercial director says its Chesterfield site "is now able to offer customers a complete pre-production service, including costing and specifying the type of adhesive for a given application and likely adhesive usage with a good degree of accuracy."

"Previously, these recommendations were academic and the only way to probe



The SA-GW Glue Wheel machine manufactured by Trimcote Ltd

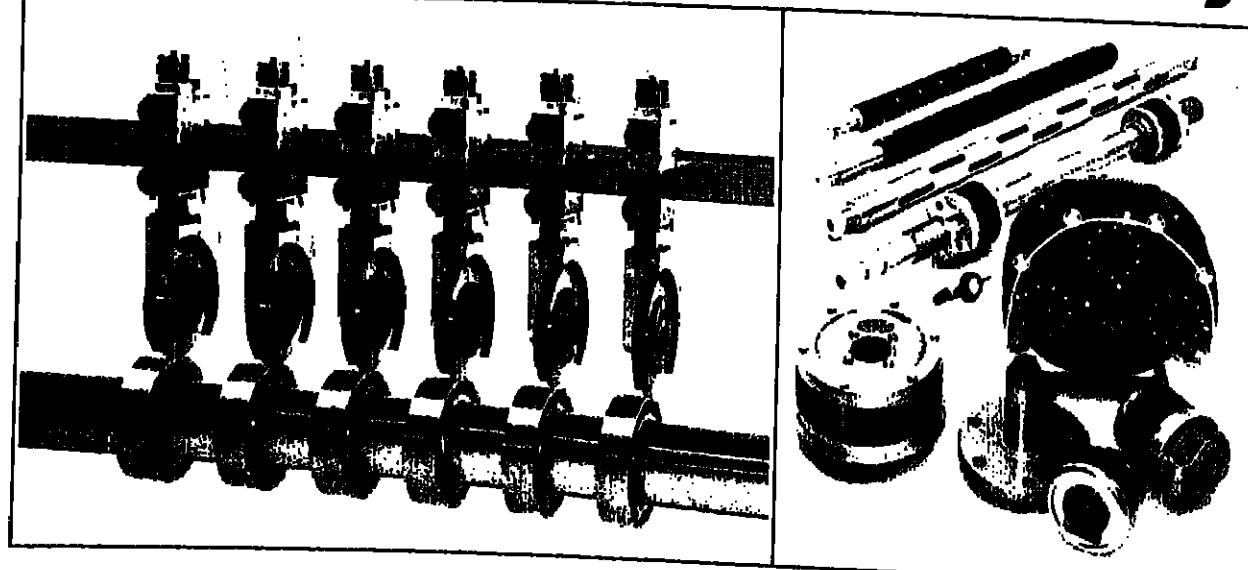
them was to run trials on a cartoning machine itself."

Ordinary application of the hot melt adhesive from a gun by hand did not give consistent results, with differing amounts of glue at the start of the run and

at the end, says Trimcote (Corringham Road Industrial Estate, Gainsborough, Lincolnshire DN21 1QB - tel: 0427 614857, fax: 811078).

For further information, call 0839 772268

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## NEWS BRIEFS

TO ENABLE canmakers and fillers to take full advantage of lightweight technology, CarnaudMetalbox Engineering Seaming Systems (tel: 0905 768590, fax: 454828) has introduced four and six station seamers driven by lifter assemblies. CMB says it enables higher continuous speeds and excellent double seam control. Speeds range up to 750 cans a minute for the six spindle 10-6 machine and up to 450 cans a minute for the four-spindle 10-4 version.

EDALE LTD (tel: 0794 524422, fax: 513703) has sold over 50 E250-S flexopresses since its launch in 1989. Several UK companies are now installing their second E250-S. The press can also be geared up for uv flexo.

US SLITTER/REWINDERS and unwind stand manufacturer, Wabco Engineering Inc, has signed an agreement with Melit Precision Engineers (tel: 0824 422822, fax: 422188) which will now supply its products in Europe. Robert Cramp-ton, Melit sales and marketing director, says: "Wabco are agents for the Melit range of sheeting and ruling machines in the US so this is a very useful reciprocal agreement."

GREENUPS PACKAGING LTD (tel: 0742 738846, fax: 768953) has invested in a web fed flexo press which is capable of printing six colours plus one colour on the reverse and cutting and creasing in one operation.

## Flexo/gravure correction

In relation to the ink technology feature in last month's issue on page 53 the correct caption under the photograph should

have read: A convertible flexo/gravure press in Coates Lorilleux's International Centre for Radiation Curing, at St Mary Cray, Kent (tel: 0689 827080, fax: 898680). The press incorporates both uv and EB curing facilities.

## Double/triple coater encourages experiment

A double/triple coater version of the Lithrone 40 press has been launched by Komori UK Ltd which will enable packaging printers to further experiment with new colour/coating combinations to increase on shelf impact.

This latest press features twin coaters separated by a drying unit, enabling a range of combinations to be produced. Conventional inks can be coated using a dispersion varnish, dried using hot air then finished off with a uv varnish, says Komori UK Ltd.

The resulting level of gloss far exceeds what can be achieved using a single coater, asserts Komori. By having the coater/dryer/coater arrangement dispersion of metallic inks can also be applied.

The first European order has already been signed for a double coater Lithrone 40 with the UK packaging manufacturers, John Cleland International Group, as part of a £2 million investment, which also includes an eight unit Komori press, the first of its kind.

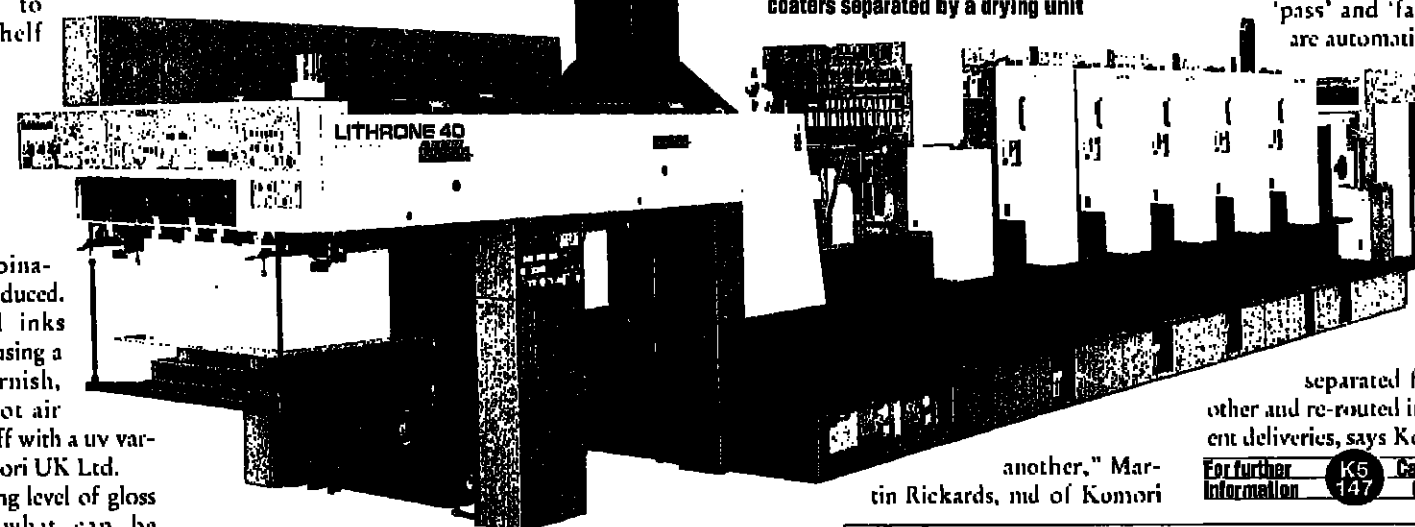
At the end of the year, a six colour Lithrone 40 saps with two coating units separated by a dryer will be installed at the group's Belfast company, John Cleland & Son Ltd.

coaters was to achieve higher quality and greater flexibility

true high speed non-stop production by continuing to deliver sheets onto one delivery while changing the pallet of

UK Ltd (Kirkstall Industrial Park, Kirkstall Road, Leeds LS4 2AZ - tel: 0532 799009, fax: 798669), tells CW.

In addition, where linked to Komori's PQA system 'pass' and 'fail' sheets are automatically



The double coater Lithrone 40 features twin coaters separated by a drying unit

separated from each other and re-routed into different deliveries, says Komori.

For further information, call 0839 772268

Managing director John McComish tells *Converting World*: "We want the flexibility of being able to print conventionally with uv and/or aqueous coatings. The semi-automatic plate changing facilities and faster makeready times that impact on reducing costs were obviously major considerations."

Production director Ivan McMullan says: "The main reason for choosing the two

on gloss levels. Some customers prefer uv coatings while others favour aqueous so we'll be able to offer both to suit their requirements. We'll be well placed to tackle the increasing market competition and environmental awareness in the packaging industry."

As part of major enhancements to the Lithrone 40 range, a double/triple delivery system has also been installed on the press which "provides

## Software offers a larger dot size

An enhanced CristalRaster Version 2 software specially developed for packaging applications is being developed by Agfa-Gevaert Ltd and will be available in September.

This follows the launch last month of CristalRaster 2, the latest version of Agfa's stochastic screening technology, which offers greater flexibility, up to 30 per cent improved performance and increased quality enhancements for text and colour, says the company.

small for flexo printing. "To overcome this problem for packaging printers we are developing CristalRaster so that it has a larger dot size for packaging applications."

## "Option available"

CristalRaster Version 2 will now be available as an option to current Agfa postscript Level 2 hardware and software RIPs.

In addition, the company (27 Great West Road, Brentford, Middx TW8 9AX - tel: 081-560 2131, fax: 081-231 4951) has launched the SelectSet Avantara tm series, the most advanced drum image setter the company has produced to date. Initial system models include SelectSet Avantara 20, which outputs 14 by 20 inches and

SelectSet Avantara 25 which has an output of 18 by 25 inches.

The systems are compatible with conventional screening or the CristalRaster screening technology systems. Other options include FlexMedia, which allows the system to adjust for media thickness and custom widths, Dual Supply cassettes, user definable head and tail punch registration and increased accuracy.

SelectSet Avantara provides four resolutions - 1200, 1800, 2400 and 3600 dpi, and achieves top imaging speeds of 400 sq inches a minute at 1200 dpi. It also offers four spot sizes from 7.5 to 20 microns.

For faster service and maximum system uptime, all motors and electronics are positioned on the right side of the system, for easier access by engineers.

For further information, call 0839 772268

## "Dot size too small for flexo print"

Liz Harding, Agfa marketing manager for electronic pre press systems, tells *Converting World* that the version just launched has a dot size too

## Coating advantages

Vernon Packaging is the first UK carton printer to operate the latest Dahlgren Litho Plus coating units on its recently installed five-unit Mitsubishi sheet-fed press.

The Dahlgren Litho Plus unit is sold in the UK by accelerated drying specialist Spectral Technology Ltd (667 Ajax Avenue, Trading Estate, Slough, Berks SL1 4DB - tel: 0753 528151, fax: 691351).

For further information, call 0839 772268

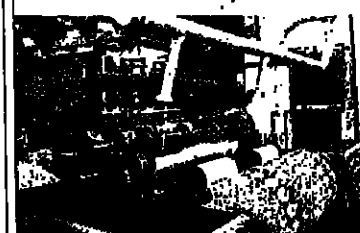
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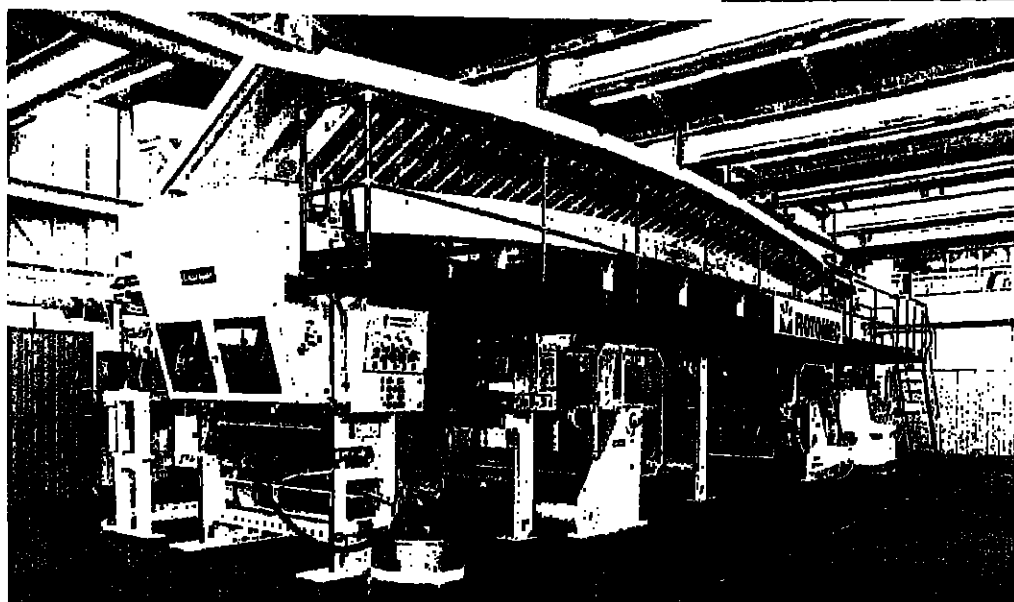
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## Solventless laminating

The latest generation of solventless adhesive coating and laminating equipment will be

demonstrated by Rotomec Spa. The equipment allows for a range of coating weights

between 0.5 and 4gsm onto web widths ranging between 600 and 1400mm. For specific applications such as unprinted laminates, however, a web width of 2300mm can be accommodated.

The Rotoconvert SL solventless adhesive laminating machine will be shown by Rotomec

Constant adhesive viscosity is maintained via the various rollers on the adjustable coating head which is kept under strict control, says the company (15020 San Giorgio Monferrato, PO Box 112, 15033 Casale Monferrato, Italy - tel: 010 39 142 4071, fax: 142806501).

### "Lay-flat lamination"

Web tension is controlled individually to ensure lay-flat lamination while also preventing any curling after time. As the solventless adhesive metering and coating head is cartridge mounted, this can be changed.

Hall: 8, Stand: A29

For further information K5 608 Call for details 0839 772268

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SEE ASHE CONTROLS AT PA PRO ON STAND 4B 49/2

## Flexible variable repeat

Highlight of the Cobden Chadwick (UK) Ltd stand will be a 'variable repeat' system for flexographic presses.

Although still under development, the system can be applied to any CI flexo and press and is said to be the first to give the operator real flexibility in achieving a true repeat length while maintaining optimum web tension.

The system allows the printing plates to rotate at a speed differential to the substrate of  $\pm 2$  per cent. This means the press adjusts automatically to compensate for the web

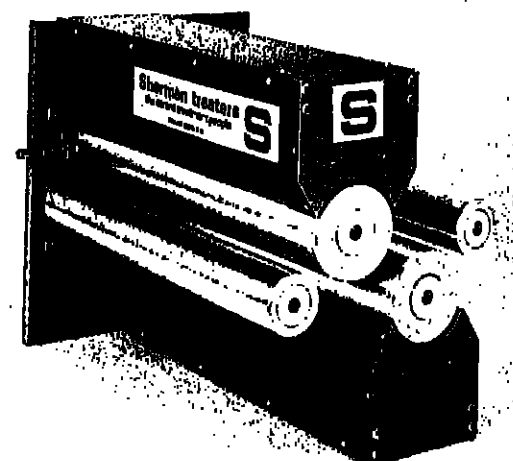
stretching and shrinking.

The advantages include repeat length compatibility with converting lines, less waste and expanded market opportunities, says the company Century Works, Webster Street, Oldham OL8 1JY - tel: 061-652 4131, fax: 061-678 0340.

The unit currently under development - and to be unveiled next month - will come complete with advanced uv drying and robotic roll changing systems.

Hall: 8, Stand: G07

For further information K5 613 Call for details 0839 772268



Double sided corona treater designed for narrow web printers

## Powerful corona generator

Three pieces of equipment will be launched at the show by Sherman Treaters Ltd.

The first is of interest to bopp manufacturers and is a 20Kw net power corona generator. This launch represents the completion of the range by the company (Dormer Road, Thame Industrial Estate,

Thame, Oxon OX9 3UW - tel: 0844 213686, fax: 217172).

A 100gsm an hour Oxoniser will also be demonstrated, a unit said to offer extrusion coaters a compact and operator friendly design.

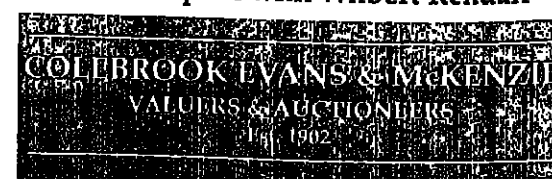
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PACKAGING NEWS/MAY 1994

## Digital web guider

Three products will be launched by Erhardt + Leimer which include a digital web guider, a pneumatic/hydraulic power unit for reel stand guiding systems and a surface monitor for on-line measuring and web inspection.

The web guiders can be applied to a wide range of different web forms to satisfy specific requirements and, due to the use of the standard CAN-Bus system, can be readily integrated into any machine and/or control system, says the company (5 Mill Lane, Manchester Road, Bradford, W Yorks BD5 0ES - tel: 0274 390306, fax: 722382).

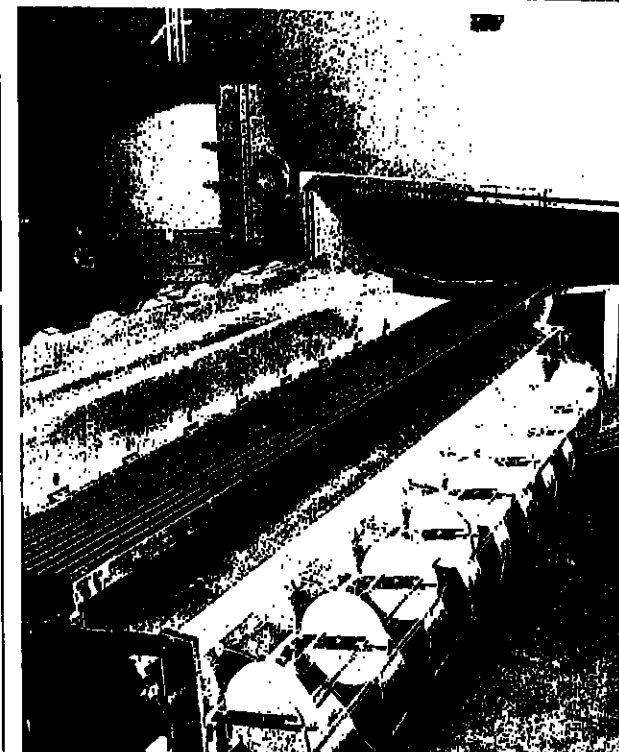
The pneumatic-hydraulic power unit HP 03 forms a con-

stituent component of a web or reel stand guiding system and are designed for use in edge or centre-line guiding modes. Infinite adjustment of the control air and sensitivity means that even very thin film can be sensed exactly.

The final launch is the OptoLine HS unit for on-line measuring and web inspection. The CCD line array camera scans moving paper, film or foil webs on line for surface imperfections. The data of any imperfections found can be documented to form part of a quality control management system.

Hall: 8, Stand: A48

For further information K5 611 Call for details 0839 772268



Detail of the Galileo ME.GA evaporation system: high efficiency

## Vacuum metalliser

A vacuum metalliser suitable for use with plastics films and paper will be launched by Italian company, Galileo Vacuum Tec Spa.

The Galileo ME.GA machines are equipped with a high rate evaporation system which reaches new levels of efficiency, says the company (UK - Simplex-Turbulo: Wherwell Priory, Wherwell, Hants SP11 7JH - tel: 0264 860186, fax: 860180). High uni-

formity levels are also said to be achieved on the unit.

The system comprises a double row of evaporation sources which sit underneath a wide process drum. The aluminium wires are fed from both sides by completely separate feeding spouts. This spout isolation is said to eliminate any aluminium build up.

Hall: 8 Stand: G69

For further information K5 610 Call for details 0839 772268

## Controlling web tension

On show from CMC (Europe) Ltd will be its latest range of web tension control systems for the packaging industry.

Suitable for all forms of flexible webs from 1mm width up to several metres wide are the latest tension transducers, which complement the range of

analogue and digital indicators and controls. Together these form a complete solution for machine builders and converters alike, says the company (Arctic House, Rye Lane, Dutton Green, Sevenoaks, Kent TN14 5HP - tel: 0732 451007, fax: 456582). These DIN size indicators and controllers include several novel features.

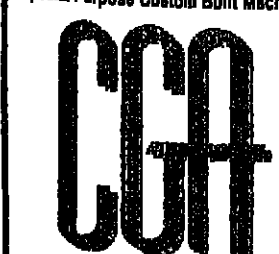
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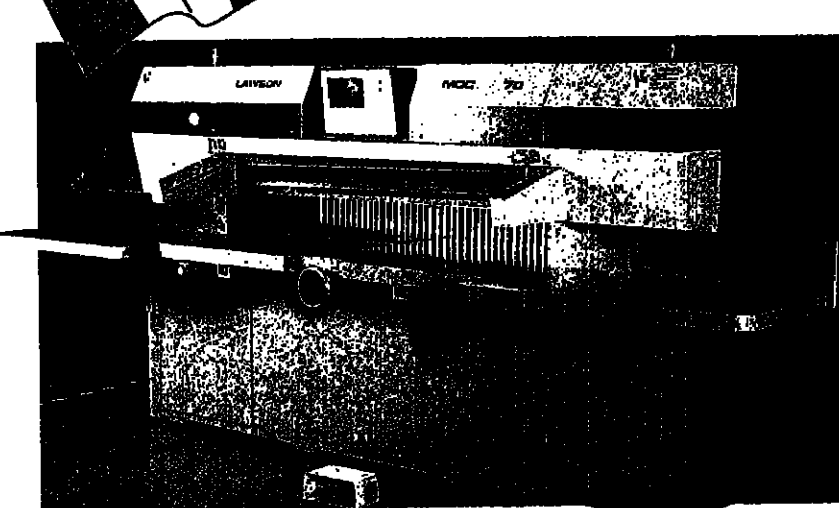
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PACKAGING NEWS/MAY 1994

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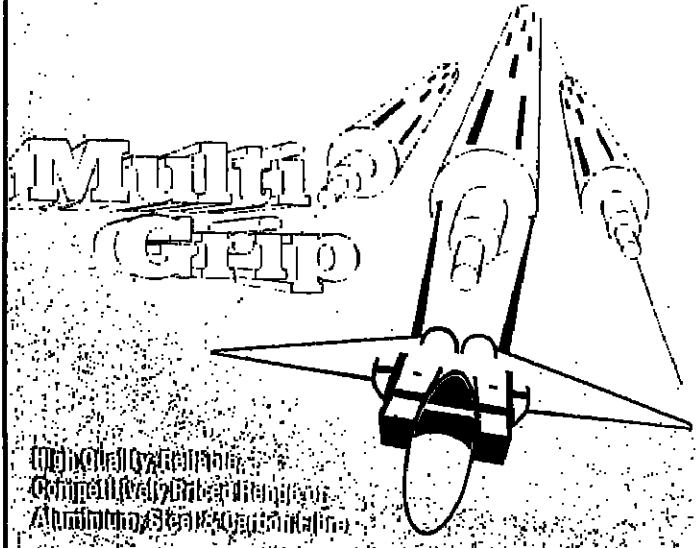
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Hall: 4, Stand: D31

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## 52 CONVERTING WORLD

### Shaftless best sellers

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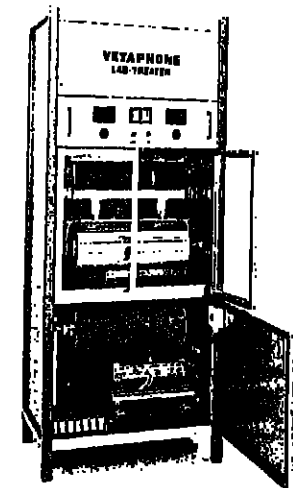
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## PAPRO PREVIEW

### Corona discharge treater systems



The Vetaphone all-in-one Laboratory Treater system for off-line laboratory test at production line speeds

A range of corona discharge treater systems suitable for a wide variety of applications will be demonstrated at the show by Danish company, Vetaphone Elektronik AS.

Included in the latest range of Corona Plus Generators will be a new compact generator specially designed for the treatment of complex, three dimensional objects.

The treater stations are equipped with profile electrode systems for use with pe and pp on high speed lines, and ceramic electrodes for use on conductive materials.

Also demonstrated on the stand will be a Laboratory Treater capable of performing

off line tests at production speeds. The company is inviting visitors to bring along an A4 size film sample for a free assessment of its treatability.

### "Surface tension"

Test inks for checking the surface tension of plastics will also be displayed by Vetaphone (Fabriksvej 11, 6000 Kolding, Denmark - tel: 010 45 75526133, fax: 75526207).

Hall: 7, Stand: A22

For further information call 0839 772268 or circle number K5-682

### Blade coat head demo

Four of Simplex-Turbulo Company Ltd's principals will be demonstrating equipment at the show, including Pagendam GmbH, Vorwald GmbH and Saueressig Engineering.

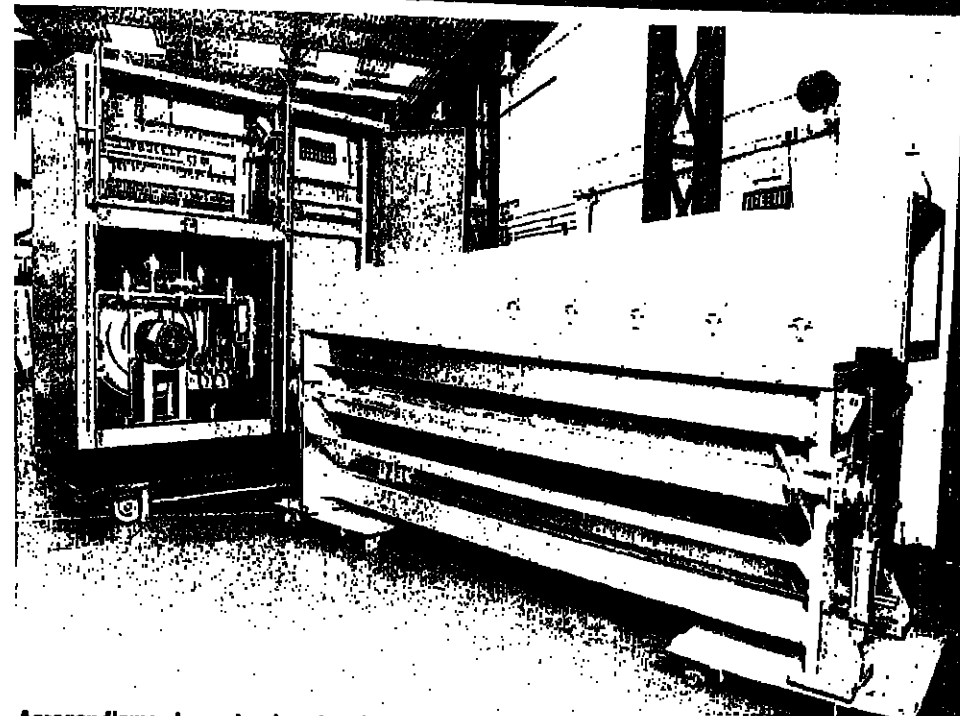
A new blade coating head will be demonstrated by Pagendam (Hall: 4, Stand: A33) while from Vorwald comes a non-stop winder/splicer, expansion shafts, chucks and couplings all made in lightweight materials (Hall: 4, Stand: B02).

A functional pressureless embossing unit and colour proofing machines will be among exhibits from Saueressig (Hall: 7, Stand: E04).

Further information is available from Simplex-Turbulo (Wherwell Priory, Wherwell, Hants SP11 7JH - tel: 0264 860186, fax: 860180).

For further information call 0839 772268 or circle number K5-604

## PAPRO PREVIEW



Aerogen flame plasma treatment system: being marketed alongside Pillar Technologies systems

### Flame plasma interface

In flame plasma treatment, the latest Aerogen development will be a sophisticated 'operator interface' designed to monitor, store and retrieve process data when surface treating webs, mouldings, containers and components.

Providing a comprehensive fault diagnosis facility, the interfacing arrangement makes a positive contribution to ISO 9000 traceability, says the company (Newman Lane, Alton, Hants - tel: 0420 83744, fax: 80032).

Historical data can be recalled, enabling previously used process parameters to be quickly re-established.

The advanced corona discharge systems manufactured by Pillar Technologies in the US will also be shown. These are said to lend themselves particularly well to in line processing on blown film and flat film

production lines. Aerogen sees this range of equipment as complementary to its own, and markets it throughout Europe.

Latest products from Pillar include an advanced and patented bare roll corona treater. Other advances to be shown by Aerogen are indirect and direct heating systems.

Hall: 8, Stand: F28

For further information call 0839 772268 or circle number K5-605

## CONVERTING WORLD 53

### Peristaltic ink pumps meet uv requirements

Two peristaltic ink pumps will be introduced by Graymills Corporation, both designed to meet the requirements of uv inks as well as other flexo applications which require easily controlled low flow rates.

### Handle heavier inks

As well as being able to handle heavier uv inks, the pumps are said to virtually eliminate cleanup since the pump does not come into contact with the ink.

A narrow web anilox roll cleaner will also be introduced at the show. This model complements the company's larger wide web, spray through

immersion cleaners, giving the narrow web printer a method of cleaning rolls without abrasives.

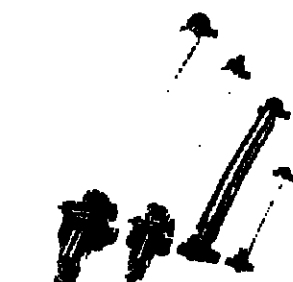
### Viscosity controllers

Also demonstrated will be ink pumping/conditioning products including Agitor ink pumps, Superflo filters and Visgard automatic viscosity controllers, says UK distributor, Stanley Press Equipment Ltd (Graphic House, Bank Street, Macclesfield, Cheshire SK11 7BR - tel: 0625 429211, fax: 614900).

Hall: 8, Stand: E7

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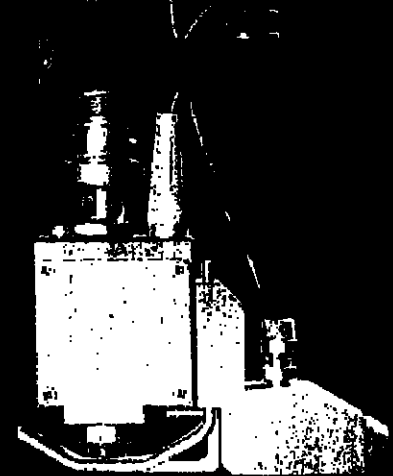
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The DF/8 CNC automatic press offers CNC control for ink units

### Press relieves operators

An eight colour CI flexo rotary printing press - type 34 DF/8 CNC robot - suitable for the plastics film and paper industries, will be demonstrated by German Fischer & Krecke GmbH & Co.

This fully automatic press is said to relieve operator time through features such as CNC control for ink units as well as automatic set up and register

for print units. There is a new visual display system.

As a central operating and inspection terminal, it controls, identifies and trouble shoots for the operator, says the company (Postfach 2920, Apfelstrasse 8, D-4800 Bielefeld 1 - tel: 010 49 0521 89490, fax: 890006).

Hall: 8, Stand: A15

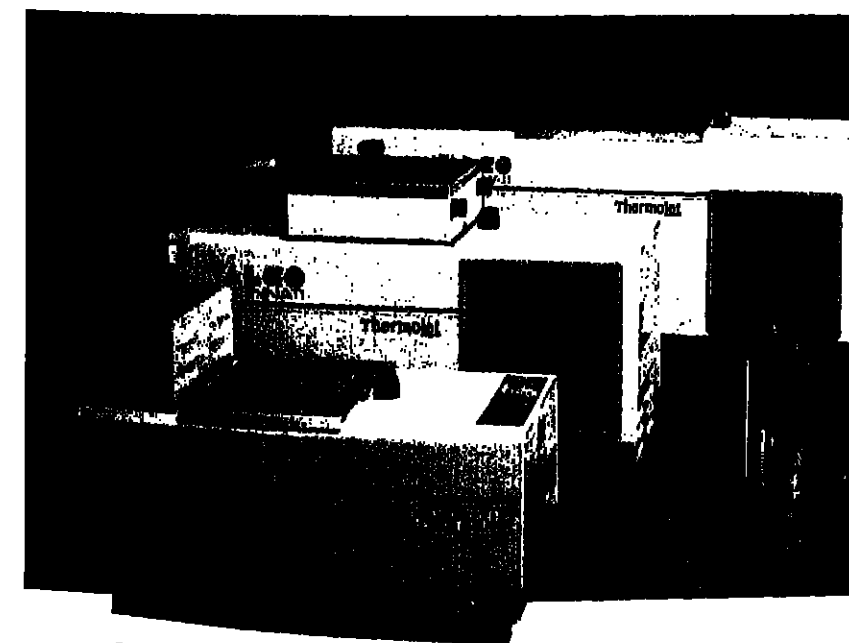
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Fax: (0274) 370132  
Or  
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## UK & EUROPEAN SALES MANAGER

EASTERN COUNTIES

CIRCA £35,000 + CAR

Our client is a highly successful and profitable subsidiary of a multi-national packaging group. The company is recognised as an innovative, quality supplier to blue chip consumer goods customers in the UK and Europe.

Reporting to the Sales and Marketing Director, you will be responsible for the management and motivation of the field sales team in expanding sales from a strong UK base into Europe. Leading from the front, your role will be to achieve demanding sales targets via profitable long-term contracts from existing and new customers. This is a wide-ranging management role which encompasses marketing, business planning and pricing.

Of graduate calibre, you must have a first-class sales management track record, ideally with experience gained from the packaging or related market sectors. Proven ability in achieving results through inspired leadership and direction of field sales personnel is crucial. Broad commercial awareness, excellent presentation skills and strong self motivation are important personal attributes. Experience of selling in European markets and a second European language would be advantageous.

If you are interested, please forward your CV, in confidence, quoting reference no. 3210, to Graham Marlow at Adamson & Partners Limited, 10 Lisbon Square, Leeds LS1 4LY. Tel: 0532 451212. Fax: 0532 420802.

### ADAMSON & PARTNERS

INTERNATIONAL EXECUTIVE SEARCH &amp; SELECTION

## PACKAGING RECRUITMENT SPECIALIST

Cambridgeshire based

### The Company

PIR has been established for four years and as a result of the quality of service offered to both candidates and clients continues to grow its market share, resulting in a 41% growth in turnover in 1993.

### The Position

Working with an established and highly motivated team within the Packaging Division, we are seeking to recruit an additional Consultant to handle the increasing activity from our clients. You will inherit an established client base with on-going requirements, and, of course, also develop your own accounts to add to this.

### Candidate Profile

Professional... self starter... highly committed... rapport builder... influence... your experience will include field sales gained either within the packaging machinery or

packaging materials markets. Or perhaps you are already a successful recruitment consultant within the packaging industry. Whichever, you will demonstrate an aptitude of working to tight deadlines, have an ability to read people and support these attributes with strong administration skills.

### The Opportunities

Your success and commitment to the team will lead to career progression either within Key Accounts or Team Management supported by on going training from our dedicated Trainer. The rewards for the successful candidate will be tailored to suit and will include basic salary, commission, bonus, company car, PPP plus monthly team incentives. If you are interested in joining our successful and growing company, please send your CV in the first instance to Maurice Herring, Partner.

## Partners In Recruitment

Suite 6a The Pavement, St. Ives, Cambridgeshire PE17 4AD  
Telephone 0480 493344 Fax Number: 0480 493343

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**PACKAGING MERCHANTS** - 18K + comm - currently dealing with a number of assignments for clients throughout the UK.  
**FLEXIBLE PLASTICS** - to 28k - selling to major food companies throughout the UK.  
FOR FURTHER DETAILS ON ABOVE VACANCIES PLEASE CONTACT MICHAEL STAMP OR JULIAN RICHARDSON. WE WOULD ALSO WELCOME CV's FROM ALL PROFESSIONALS WITHIN THE PACKAGING INDUSTRY, BOTH SALES AND PRODUCTION STAFF.  
47b LONDON ROAD, SEVENOAKS, KENT, TN13 1AR. TEL: 0732 743777. FAX: 0732 741720

### SALES DEVELOPMENT MANAGER SCOTLAND/N.E. ENGLAND SELF ADHESIVE LABELS

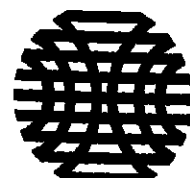
An exciting opportunity has arisen for an experienced and self-motivated sales professional to join an established, profitable and highly regarded label printing company specialising in self-adhesive labels.

In addition to securing new business opportunities you will be required to make a major contribution to further planned growth within our existing customer base

Candidates must demonstrate an excellent sales track record, preferably within the label printing industry, and have a sound knowledge of the label market.

In return, we are offering an attractive salary package including company car, contributory pension and life assurance scheme and excellent on-target earnings potential

Applications should be made in writing, accompanied by a full CV and current salary details to:



Mrs. J. Bateman  
Group Personnel Manager  
Walsall Lithographic Co. Ltd  
P.O. Box 26  
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● Experience required from the Folding/ Carton Industry.

● Excellent rates of pay.

### STRAIGHT LINE MACHINE OPERATOR

● Must have experience in the Folding Carton Industry.

● Excellent rates of pay.

### CUTTING & CREASING OPERATOR

● Must have experience in the Folding Carton Industry.

● Excellent rates of pay.

### TRAINEE DIE MAKER

● Manufacturing for Cutting & Creasing Machinery.

● Excellent rates of pay.

Please apply in writing with full C. V. to:

D&S PACKAGING LTD., WESTONHALL ROAD,  
STOKE PRIOR, BROMSGROVE B60 4AL.  
TEL: 0527 575262

## PRODUCTION CONTROLLER

WITH PACKAGING EXPERIENCE

The world's leading partwork publishing group is looking for a production controller from a packaging background to control a list of cover-mounted weekly publications.

The successful applicant will be able to demonstrate a sound technical knowledge covering a range of packaging materials and production-line processes and equipment. The ability to schedule and manage demanding production timetables, communicating effectively and authoritatively with suppliers and internal departments is essential.

The responsibility for projects will cover purchasing, quality control and on-time delivery.

The successful candidate will probably be in their 20s or 30s, with at least 5 years' experience, will be well organised and able to cope with the day-to-day pressures of a busy and energetic company using Apple Mac technology.

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Sarah Dixon, Director of Production,  
Orbis Publishing Ltd, Griffin House,  
161 Hammersmith Road,  
London W6 8SD



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# Appointments

For top jobs in the  
Packaging Industry

Final date for copy for the  
June issue is Monday 23rd

May '94. Advertisement copy should  
be addressed to Jackie Skeel, Packaging  
News, Maclean Hunter House, Chalk Lane,  
Cockfosters Road, Barnet, Hertfordshire  
EN4 0BU

## INTERNATIONAL SALES MANAGER

Competitive Salary

Yorkshire

My client, an established, world leading manufacturer of 'State of the Art' packaging machinery and part of a major PLC Group, is expanding its sales team to take advantage of the growing international market opportunities, particularly in Europe.

Reporting to the Sales and Marketing Director, you will have responsibility for developing new business with 'Blue Chip', multi-national food industries, predominately in the Biscuits and Confectionery sectors. Working closely with, and supporting overseas agents, you will need to apply your well honed major accounts and systems solutions sales skills in order to successfully and profitably manage high value turnkey or 'stand alone' machine projects.

To succeed in this varied and challenging role you are most certainly already established in an Export Sales position, selling packaging machinery to these industries. You must also be able to demonstrate sound commercial

awareness, financial astuteness and a flair for innovative technical solutions sales.

It is essential that you have sold directly to overseas end users, together with agency management experience. A high degree of fluency in at least one other European language is a pre-requisite for consideration.

Above all, you will be a well organised, self-disciplined and a tenacious self-starter with excellent negotiation skills.

In return for your expertise and commitment, you will have the real opportunity, not only to grow the Company's business, but to develop and progress your career. A relocation package is offered, where appropriate.

If you wish to develop your career further with a progressive company, then we would like to hear from you. Please send your CV, in confidence, to Maurice Herring, Partner.

## Partners In Recruitment

Suite 6a The Pavement, St. Ives, Cambridgeshire PE17 4AD  
Telephone 0480 493344 Fax Number: 0480 493343

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### SALES

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Calls cost 39p a minute cheap rate and 49p a minute at all other times

PACKAGING  
NEWS

Glaxo is one of the world's largest and most successful pharmaceutical companies with worldwide sales approaching £5 billion. The Speke site, in the North West, is a manufacturing, finishing and packaging factory for a range of medicines. It employs almost 500 people and has recently completed a £20m investment in a new manufacturing and packaging centre.

As Packaging Technologist you will report to the site Supplies Manager and be responsible for the design and development of packaging in a variety of materials (including card, plastics and foil). Leading a team of two technicians and two administrators, you will also have a problem-solving role vis a vis the packaging process. Close liaison with suppliers, on-site personnel and other Glaxo operations will be a key part of your role.

A Graduate member of the Institute of Packaging you will have at least 5 years experience in the design and development of packaging for use in the pharmaceutical industry (or similar) - backed by a thorough knowledge of packaging technology in a variety of materials. Good interpersonal skills must be supported by an open, participative management style.

An attractive salary is on offer along with a non-contributory pension scheme and other benefits. Relocation expenses are available to an area offering a choice between the villages of Cheshire and the towns of Lancashire and Merseyside.

Interested candidates should in the first instance forward a detailed cv to Jim Morrison, Hoggett Bowers, Amethyst House, Spring Gardens, Manchester, M2 1EA, 061-832 0445, Fax: 061-832 0089, quoting Ref: MJM/3999/PN.

Glaxo Pharmaceuticals UK Limited is an equal opportunities Employer.

## Hoggett Bowers

EXECUTIVE SEARCH AND SELECTION

## Glaxo Pharmaceuticals UK Limited Technical Operations

## Packaging Technologist

c. £30,000, plus benefits